# Jublishers Veekly,

The American BOOK TRADE JOURNAL

VOL. CV.

NEW YORK, MARCH 1, 1924

No. o

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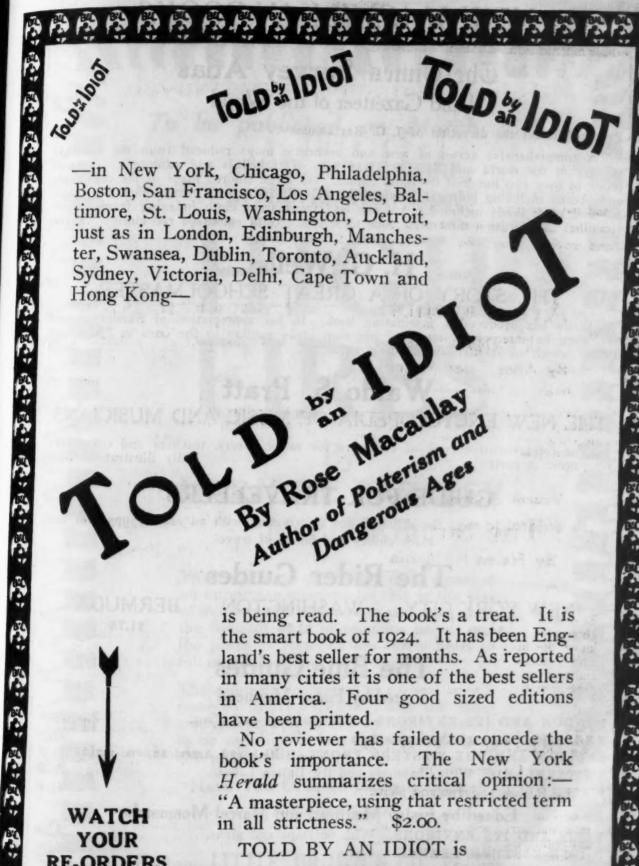
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# The PUBLISHERS' WEEKLY

THE AMERICAN BOOK-TRADE JOURNAL

New York, March 1, 1924

# American Books in the English Market

By Curtis Brown

Of Curtis Brown Ltd., London

VERY once in a while some London writer breaks forth about the invasion of the British Isles by American novels. Only a week ago I saw a paragraph in a London column of book gossip protesting against this "invasion." If the writers knew the facts there would be an end of such talk. On the other hand many American authors seem to have mistaken ideas about the English market. Perhaps some of these misunderstandings can be cleared up a little.

There is, alas, no great sale of American novels here at the equivalent of \$1.75 to \$2.00 or thereabouts. The authors who stand at the top today in America-not from the sales viewpoint, but in qualityare mostly published also in England, with sales in the high-priced editions of from one to five thousand copies, exclusive of

sale in the colonial editions.

Most of these high quality novels never get beyond this original 7/6 form, unless they have also popular qualities—especially action and sentiment—that lead the English publisher to think he could make a profit out of a cheap edition at an English equivalent of approximately 50 cents or 75 cents. If he proves right, then the real sales begin, and the American author realizes that the English market is not, after all, to be sneezed at. One could name several American novelists whose books have had an English sale of over a million copies at two shillings and sixpence, and there are probably thirty others whose novels sell 25,000 copies each here and in the Colonies in cheap form after a sale of not more than 2,000 in the original editionlargely to the libraries.

These "cheaps," as the publishers call them, cannot come out until a year after the original edition in fairness to the booksellers, and here and there English publishers are experimenting with the idea of bringing out American novels forthwith at 3/6 or 2/6, dispensing with the high-priced edition, which sells so little anyway except with very well established authors, and

which causes a year's delay.

The libraries don't like these "cheaps," and the reviewers scorn them. I have al-ways maintained that it would be worth while to issue simultaneously with these cheap editions a limited 7/6d edition for the libraries and reviewers, and such booksellers as wished to take them knowing that cheap editions would be on sale at the same time. The suggestion has been greeted with more or less ribald laughter by the publishers, who can think of all sorts of objections to it. Of course it would apply only to novels not likely to have much sale in high-priced form, but likely to do well in cheap form, if brought out when the book was being reviewed and advertised.

Despite the unwillingness of the general English book-buying public to pay 7/6d for a novel by an author not well known, the American novelists are making their way here steadily, and I believe a large proportion of them (but by no means a large number) break thru the barrier into cheap editions, than is the case with the English authors; because it has been discovered here that the American novel is likely to have more story, more action, more excitement.

It is a queer fact that the wild-West novel now waning in America is in more demand than ever here, providing it can be had in a cheap edition. Publishers who have been rather condescending hitherto toward "those American novels" are beginning not only to take them, but furthermore to apply for them, and to instruct their manuscript readers not to be too particular about conformity to the English style and ideas providing the story is there, and is sufficiently fresh and believable.

#### The Competent Story-teller Is Popular

As the Curtis Brown office deals with the transatlantic rights of most of the American publishers and many of the authors, perhaps our figures can be taken as significant of the growth in sales of the right to publish American books here since the war. Here are the sales of books received from the American publishers: November 1, 1920 to April 30, 1921.....89 May 1, 1921 to October 31, 1921......81 November 1, 1921 to April 30, 1922....96 May 1, 1922 to October 31, 1922.....116 November 1, 1922 to April 30, 1923....123 May 1, 1923 to October 31, 1923.....177 And this is exclusive of the books placed for the American authors direct, not Con-

The American novelist to whom manner means more than story seems likely to have a hard row to hoe in England for a long time to come, as there are so many English novelists who have the same prediliction, and who have the advantage of being on their own ground. The few who can treat a great plot greatly are the gods, and have no country. Sooner or later they make their way in any land and in all classes: but the general bookselling business depends not on these rare ones but on the competent story-writer who can bring wholesome pleasure to the great mass of readers who wish to be entertained and transported out of their daily lives and will gladly pay the English equivalent of fifty or seventy-five cents for that comfort.

Such American books sold in increasing numbers in English cheap editions do more good, I believe, than the average reviewer gives them credit for. They reach readers who, mostly, have not traveled, and who have had weird ideas of America—ideas that the films and the popular American novel, however preposterous at times, are rapidly tending to correct.

When I came to England twenty-five years ago, expecting as all residents of the American Colony here do—to stay only a year, I was frequently asked if I knew a Mr. So-and-So "who lives in America," and on two occasions it turned out that it was

South America to which he had gone. Such inquiries have disappeared now, except perhaps in the remote country districts where no American novels or films penetrate.

Many an American author has missed his market over here thru ignorance of the difference between cheap-edition publishing in England and in the United States. Here each of the larger publishing houses brings out its own cheap editions. The smaller ones neglect them, or farm them out on a profit-sharing basis to the big ones. There are only six or seven English publishers who have adequate selling machinery for these cheap editions, and make a specialty of them. If the American author's English rights go to one of these, his chances of getting into the Promised Land are much better, altho some of the others may take more pains with the high-priced editions, and are better suited to the class of author who can hardly hope for a popular sale.

One other point arises: that is of importance to the American author should he entrust his transatlantic rights to his American publisher or keep them and deal with them himself or thru his agent?

#### Continental Rights

My opinion would be that if the American publisher is free to deal with some one of the English publishers who do notably well with American books, and have big cheap-edition machinery, and if the American publisher charges but a fair commission on his net receipts from English sales, then stick to him. His help in synchronization of dates, shipment of proofs and cooperation generally is well worth the extra per cent. If he has an English house of his own, or is connected with some English house, the questions to be considered are: Can he compete with those who are doing best in England with American books? Will he give equally good terms? (and English royalties are usually a higher per cent than in the United States). Will he try to make a printing profit by sending his sheets over to England without making sure that the book could be set up in England to the author's advantage? If the answers are satisfactory, stick to him. If not, let the author try it himself: going to the right publishers and asking the right

One other point deserves consideration: Continental translation rights. These are increasingly valuable, especially to popular American authors, whose books seem to hit Continental tastes. The trouble with them is that they take so much marketing, for such comparatively small results, so far as cash goes, that it was not thought worth anyone's while to do more than deal with such proposals as happened to come in from Continental publishers and translators.

That was a short-sighted view, however, for we have found that active marketing on the Continent of the translation rights of English language books has increased the sales surprisingly; has increased the prices obtainable by from fifty to a hundred per cent; has increased the prestige of the authors, and has increased international understanding and good will—a total of increase that was well worth the effort. In the old days, from \$30 to \$40 outright for each foreign language was thought to be a godsend for a novel. Now the terms obtainable average from \$50 to \$150 per language, and in the case of great popular successes larger sums arise.

A report from our foreign department,

analyzing sales in foreign languages in the past twelve months, shows the following sales of Continental rights: Danish-Norwegian, 72; Swedish, 38; Dutch, 37; French, 16; German, 14; Czech, 7; Polish, 6; Spanish, 5; Finnish, 5; Italian, 4; Russian, 3; Roumanian, 2; Japanese, 2; Indian, 1; Hungarian, 1; Icelandic, 1.

There is an increasing demand, too, for non-fiction books, of international interest. Germany seems especially book-hungry; and when exchange conditions improve there is evidently going to be a lively market there. If Russia and the United States could be induced to join the Berne Convention, it looks as if a notable market would quickly develop in Russia also. I was told by an important Russian official recently that he thought if the United States would come into the copyright fold, Russia would follow.

## Are Conventions All Bunk?

#### By Belle M. Walker

Secretary of the American Booksellers' Association

THERE are those who dismiss the subject of conventions with the airy assertion that they are all "bunk." This glittering generality lends itself to some careful analysis. Are conventions all bunk? If they are, why are they? Is it the fault of those who get together and work to put them over? Or is it the fault of those who come to the conventions with no more serious intention than that of having a good time?

Give the convention the benefit of the doubt that you may get something worth-while out of it by being present at the sessions.

There is a very trite saying that you get out of a thing exactly what you put into it, and, by that same token, if you say you get nothing out of a convention is it possible that you have put nothing into it, except the social good time that you have got out of it? Can there be those who make the convention the excuse for a junket, make it the excuse to see the city, to go to ball games, and make it an excuse for a personal business trip? You may say with perfect honesty that conventions are all bunk for all the good that you get out of them if you are glued to the seats in the Yankee Stadium while Babe Ruth does his daily home-run. If you lope into

the convention sessions just as they are about to close, is the convention to blame for that?

Agreeing for the moment that conventions are at best only a good time, isn't that something? Have social affairs never proved to be of business worth? Have you never attended a dinner, a luncheon, a convention, a golf tournament, or any good time, where you have met someone who has proved a valued friend and business asset thru whom opportunities have come of which you have never dreamed? Is this bunk? Even at its lowest value, is a good time nothing of value? Relaxation oils the machinery of effort. It frequently radios influences into unexpected results.

#### How About Ideas?

You never know when a worth-while idea will be sprung, by whom, under what circumstances, in what discussion, or speech. Such an idea was voiced in the Philadelphia Convention when Eugene Herr talked on the subject of co-operative advertising and gave the National Greeting Card Association as an example of what could be done when men were grouped together to push sales effort. Disastrous as had been other efforts along this line in the book business, this idea has been in-

corporated in the work of the National Association of Book Publishers, and the splendid work that it has done in promoting the sales of books is a monument

to an idea, and this idea was born in a convention, as it were. Is this bunk?

Another tribute to an idea is the present Bookselling Course at the College of the City of New York with the cooperation of the

National Association of Book Publishers, which began February 7. This idea, I believe, had its inception at the Detroit Convention, for, unless I am very much mistaken, it was thru the Round Table Conferences and their success that the idea of having a real bookselling course, taking up all the problems of the bookselling, was first considered. This idea was tried out by Marian Cutter, then president of the Women's National Book Association, at the New York Public Library last fall. Now comes the elaborate syllabus of instruction under the leadership of Temple Scott, who has had contacts with bookselling and a scholastic knowledge of bookselling and its history that makes a big departure in bookselling preparedness. So this splendid movement to educate the dealer in the selling of books may be traced back to the stimulus of a convention. Is this all bunk?

#### Is It True?

Is it true that some booksellers don't know the value of books from a billiard table? That the trade helps are kept on the desks of the buyers rather than in the hands of the salesmen who need all the information that they can get for the intelligent selling of books?

"Yes, we have no bananas" is a phrase pretty generally known; but there is another that frequently jars the eardrum and that is: "What is the matter with the book business?" Is there anything the matter with it? There are some big retailers who will be able to answer "nothing," but the majority think there is something the matter with it and there is so long as there are no local branches to the Association which can send out delegates to the Convention as representatives of that particular branch. Is this impossible? Why? Books are a great business.

#### The Convention

The convention is for the purpose of

bringing people together who are engaged in the same lines of work, to get an interchange of ideas, to present problems too big for individual solution, to have mem-

CONVENTION

OF THE

AMERICAN BOOKSELLERS'

ASSOCIATION

MAY 12-15

HOTEL COMMODORE, NEW YORK

bers get up on the floor of the Convention and tell their ideas, give criticism, suggest reforms, and to help make the resolution that will strengthen the organization as a constructive force.

Is this wish bunk? Don't come to the Convention with splendid ideas concealed in your mind, like Shakespeare's worm, save for a few buttonhole conversations that you may vouchsafe some friend. Remember that the other delegates have come to get something out of the Convention, too. Lubricate the machinery by giving something of yourself to the Convention and let the man who has come to hear ideas have yours straight from the shoulder, whether it is on community bookstores, stock turnover, or what "bunk" conventions are! There will be Round Table Conferences that will take up every angle and phase of bookselling. Is this bunk?

#### Make Early Reservations

New York is the Convention City this With the Democratic Convention coming in June there will be a very large influx of visitors. It is bad enough to make reservations in New York hotels at any time, but during May and June it will be worse than ever; so make your reservation EARLY at the Hotel Commodore, the prices of which are no higher than that of any other first class hotel. The advantage of all the delegates being under one roof goes without saying. It saves time and brings the trade together in a way that no other arrangement could possibly Make it the best attended Convention we have had in its twenty-six years.

Remember A. Edward Newton's story of the man who said that he gave up reading and took to cards because "he wanted something to occupy his mind"? Well, let the Convention occupy YOUR mind so that YOU will do your part toward making it the most successful Convention. No amount of work on the part of your officers and their committees will be effective without your cooperation. Make this convention a refutation of the statement that all conventions are "bunk."

May we have your cooperation?

# Home Libraries I Have Seen

#### Some Impressions of a Bookminded Visitor

BY their books you may know your

If people knew how their libraries re-

veal their personality they would be

more careful in their library building.

This article was written at the request

of the Publishers' Weekly by a well-

known lecturer on books.

neighbors, know them thoroly.

F Mark Twain's definition of a good library holds, which Johnson quotes in his "Remembered Yesterdays," then good libraries in the country abound. Twain said he thought any library fine that contained no books by Jane Austen even if it did not contain anything else.

To my mind, nothing makes a library look so attractive as looking used. I don't mean used long ago-I know some very stupid libraries-inheritances they mostly

are-which contain hundreds of dim, leather-bound books apparently which haven't been opened in half a century. The very sight of them would keep any but the most utterly book-needy person away. The titles have grown so dull that

they can scarcely be read. If you take a book down it always leaves yellowish leathery dust on your hands and clothes. Sometimes such libraries hold choice old copies of 18th century Tatlers and Spectators and many other really juicy things, but they look, to any body but a bookworm, uninteresting, and I know some houses which have rows of such books and no family bookworm.

I hate, too, to see shelf after shelf of much-thumbed, long-discarded school books, many of them utterly out of date for educational purposes, kept just to fill up shelves or because they belong to people who on principle never throw anything away. Two out of the only five shelves I saw not long ago in the house of a man whose profession is connected with books were such ancient volumes that I have been wondering skeptically ever since about his taste and judgment in his profession.

I don't mean used in these two senses but used in the sense of lived with, books that seem active in the lives of the owners. I like to see a pleasant mixture of old classics half bound in calf, and bright yellow "Hieroglyphics" by Arthur Machen, blue Conrads, green plays by Pirandello, red Hudsons, and gray green "Arabia Desertas." Nothing is so ravishing in the way

of color as the motley gaiety of walls covered with books alive to their possessor. I am sometimes ashamed at the way I always furtively take a look at the book cases as soon as I get into a house. Never have I gone quite so far as Pearsall Smith did on that occasion he writes of in "More Trivia" when he went to call on a certain lady for the first time, took a look at her bric-a-brac while he was waiting for her, and finally when he had seen a stuffed cat,

> a bearded bust of Mendelsohn, and a china clock in the shape of a monkey, slipped quietly out. The decorations were

The most uninteresting libraries which have had money spent on them by their present owners are

too illuminating.

those full of sets, all bright and shining but looking as if the leaves had never been cut-long rows of Dickens and Thackeray, long rows of sets bought, you are sure, from a too persistent book agent. I have seen scores of so-called "Universal Libraries," "Worlds' Great Orations," histories of the world and so on, that I know have never been read. They make a library look like a dead weight upon the house. Even Lamb, who said he let books think for him, who was always reading when he was not walking and could read anything that he called a book said, you may remember, that there were a lot of things he didn't call books; such as, court calenders, almanacs, directories, pocket books, Hume and Gibbon, and the things "no gentleman's library should be without." Had he lived in this day of compilations of every sort, he would have had a longer list.

I know some really good libraries which are spoiled by never having been weeded out. They remind you of the wardrobe closet of some people, which contain. breathlessly close together, gowns long ago really discarded but not thrown away. These have far too many novels of passing interest ten years ago, which ought, like the clothes, to have been passed on or sold as old paper, but never allowed to take up precious space on a library shelf. There is one such library in my own family. There are in it quite enough good books to fill up the four walls of the big room in which it has been accumulating for many years but the books, due to lack of proper weeding, have got so far beyond the space that in half the cases they are too deep. What is the use of those behind? The owners are always having to resort to the Public Library because, tho what they want is on their own shelves, they cannot find it. Looking at these shelves always makes me feel choked and miserable. They are unappetizing tho they are full of choice things from Plato and Livy, various editions of Shakespeare, all the good old novelists and poets, to very late things of political in-

The libraries of friends in which I like most to browse are those of people who have not only a general interest in books and therefore many of all kinds, but people who have a particular hobby. One I know has an endless amount of Stevenson and books about him, and an equally endless amount related to Lincoln. You can find here rare and valuable things on both these subjects. Another is the library of a man who used to write historical romances mostly dealing with the reign of the Tudors. It contains books about cookery in those days, books about how the black art was practiced then and innumerable histories on various phases of Tudor life, and it has other rarities, such as a first edition of Johnson's Dictionary. You will nearly always find rare books, of course, in any really working library. Still another interesting one is that of a man whose fad it is to collect all the books written by Indians. Their name is legion and he has a staggering array. Except new books by authors of his native state, he never buys new books but he has, in spite of that, hundreds of the fine things that that anomalous creature, the average person, buys.

The people whose libraries I should most like to stock—if that were not so utterly reprehensible and ever undesirable a thing to do—are not, of course, those "who are building new houses and want a library as they want a sun parlor, because everybody has one, but rather the people who in a sort of inarticulate fashion want to read but do not know what; the Public Library cannot fully satisfy them, for they want to own what they read. They have rather feared book-shops because books seemed too costly to them; in a secondhand shop they are bewildered. I met a man like this not long ago. He was the fat, red

faced city official in a small town where I sometimes give lectures on various book subjects, and he came into our room in the town hall just before the lecture to say he wanted to show me a Christmas present he had just bought for his nephew, as he understood this meeting of ours had something to do with books. He had never talked to me before. Then he began to untie a small box and to open it with some apologies. He had bought the score of books it contained for \$3.98 and was quite rightly very proud of them. As he opened the box, he said he hoped I wouldn't mind the smell. "I noticed," said he, "that the leather covers didn't smell very good and so I went down to the drug store and bought a quarter's worth of the best perfumery they had and sprinkled it over the books. I guess I got a little too much on." The smell was really awful, but he had meant well.

Then he went on to say how much he liked to read, how the best time of the whole day for him was between ten and halfpast ten at night, when all the family had gone to bed and he had the house all quiet to himself to read. He could not read when there were other people around. He liked to own what he read and he was often at a loss to know how to search out what he wanted. There are lots of people like this man. Regular book reviews do not help them. Too many reviews fail to inform people really about the books talked about. He is a book hungry person. I wish I could see what books he owns. It won't be so freaky looking a library I am sure as one I heard of lately belonging to a man who really loves books. He has all the red ones together, all the blue ones, all the yellow ones, and so on, because he says he can easily remember what color various books are and it is easy to keep his library so sorted. It must look like a cubist picture when you go in.

To quote again the ever delectable Pearsall Smith, he says he has a grievance against people who have spotless reputations and are pleasant and elegant but keep mawkish books in their houses, books full of sentiments stale and flat. He can smell their proximity as some persons do cats. That is putting it pretty strong, perhaps, but libraries full of inherited dead timber, full of lately purchased unread sets and collections, libraries full of tattered school books and light novels with the flatness of ten years ago upon them, are just as revealing as to their owner's taste in books, and just as empty of fruit for their possessors as Mark Twain's fine library with no Jane Austen even if it has nothing else.

# AMERICAN FIRST EDITIONS

A Series of Bibliographic Check-Lists\*

Edited by Merle Johnson and Frederick M. Hopkins

Number 62

HARRY LEON WILSON, 1867-

N.L. Wilson

Compiled by E. V. Sather

ZIG ZAG TALES. New York, 1896.

THE SPENDERS. Boston [1902].

THE LIONS OF THE LORD. Boston [1903].

THE SEEKER. New York, 1904.
Gilt lettering on cover.

THE BOSS OF LITTLE ARCADY. Boston [1905].

EWING'S LADY. New York, 1907.

THE MAN FROM HOME. New York, 1908.
Play, Booth Tarkington co-author.

BUNKER BEAN. Garden City, 1913.

RUGGLES OF RED GAP. Garden City, 1915.

SOMEWHERE IN RED GAP. Garden City, 1916.

THE WRONG TWIN. Garden City, 1921.

MERTON OF THE MOVIES. Garden City, 1922. "First Edition" on copyright page.

OH DOCTOR! New York, 1923.

SO THIS IS GOLF! New York, 1923.

LIFE. San Francisco, 1919.

17th Grove Play of the Bohemian Club.

THE GIBSON UPRIGHT. Garden City, 1919.
Play, with Booth Tarkington.

MA PETTENGILL. Garden City, 1919.

<sup>\*</sup>Copyright 1922, R. R. Bowker.

# THE Publishers' Weekly The American BOOK TRADE JOURNAL

Founded by F. Leypoldt

March 1, 1924

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

#### Publication Dates Again

THE question of conscientious observance of publication dates has again been brought forward, and a letter from the Booksellers' Association of San Francisco Bay Counties to the National Association of Book Publishers calls attention to the condition. This letter has been sent to the

Publishers' Weekly for printing.

The San Francisco dealers are finding the chief difficulty with regard to release of books at circulating and public libraries, particularly the former. They believe that this is due in a great measure to the fact that publication dates, which are stamped on invoices when they come to retailers, are not bulletined in any way to other people who handle books, such as the rental libraries, i. e., the jobber may know the publication date, but, if the jobber sells to a circulating library, he does not think of the library's observance of the rule as having the same importance as the bookstore's observance. This, of course, is unjust to the dealers who are trying to keep to the agreement.

Usually the difficulties about publication dates arise from a lack of appreciation of the real importance of such observance. Magazine publishers have all along realized this, and all handlers of magazines are well trained in observance of dates. In the book field, only outstanding titles are thus dated, and there is likely to grow up a feeling that it is, after all, only of minor importance. This is, however, not the case. Unless there is, on the part of all outlets, cooperative interest in observing these dates, the situation will develop into recriminations and complaints, and those cities in which the trouble grows will have to receive their stock later than others. As the trouble at present lies in the circulating libraries and

these are supplied by jobbers, it is most certainly up to the jobbers to take every precaution to see that these customers understand the importance of publication dates and are given explicit information about the dates involved in the books shipped them.

#### The Appeal of Pageantry

RELATED fields of business can learn much from each other and, tho the motion picture as an art medium may be sometimes belittled by the book world, the screen can bring home with great force a truth that thru the familiarity of many years had lost its reality to the book-trade. Each time that a revival of costume books occurs there is a stir of surprise in the trade, despite the fact that such revivals have come before and will come again.

With the advent of the motion picture version of these books the cycle of interest has been so magnified that more than ever the underlying cause is lost sight of. Particularly striking is the film revival of Charles Major's books, his "When Knighthood Was In Flower," "Dorothy Vernon of Haddon Hall," and "Yolanda." Some of F. Marion Crawford's books have shown the same ability to come again and again to the fore and are now appearing as pictures. Too new to have returned thru a revival, Sabatini's books have the same lure thru their vivid portrayal of other countries, other customs and other days.

There are reasons why these books return again and again. From the point of view of the age of the reader they have what is probably the most inclusive appeal of any type of book. They are enthralling to boys and girls from ten to twenty. And readers of forty years or more return to them from the world they have learned to know too well. Rough as these age estimates are, and inaccurate as they must be when applied to individuals, they represent the average

reader of costume books.

The appeal lies in what is most often criticised as the faults of the books. They lack character development, do not reveal life as it is, do not discuss its problems. But they are well done, they are superlative narratives. They carry the reader back into a realm of simpler living, the heroes contend with difficulties on a magnificent scale—not with petty daily annoyances. The books have the charm of action, convincing action in a romantic, different atmosphere. The scenes are so painted that the castles and halls, forests and rivers, live before the eye.

The motion picture, best adapted to the narrative form, is most effective in making these stories true to the novel, provided only that the historical accuracy is carefully maintained.

With an almost universal appeal and a form that is transferred naturally and easily to the screen, costume books are in great demand. The screen has immensely broadened the field of appreciation by developing readers from classes that habitually read little but newspapers and magazines. The real popularity of the books has made the screen successes. Book and screen together have given us the greatest revival we have had of books depicting the pageantry and romance of past years.

#### Funds for Broadcasting

I Thas been often pointed out that one of the problems still to be faced in the radio field is finding the permanent means of underwriting the expense of broadcasting. That this problem is beginning to get attention is shown by the call for subscriptions to a radio music fund. The pioneers in this enterprise are Frederic A. Juilliard, Felix M. Warburg, Clarence H. Mackay and A. D. Wilt, Jr. They hope to finance a method of arranging special radio programs which will enlist the leading stars and orchestras. This is the same impulse that lead years ago to the establishment of public libraries in order that everyone might partake of the very best.

#### Bookselling by Mail

NE of the best papers that the booksellers' conventions have had in recent years was that of J. Joseph Estabrook of Baltimore on "Developing the Mail-Order Business of the Bookstore." Because of the increasing importance of mailorder business, this address has been reprinted by the National Association of Book Publishers, and already it has had calls for almost all of the edition.

Mail-order selling is a feature of bookselling that has to be developed carefully, as careless promotion brings poor reward, and every dealer entering the field should get all the data and advice possible before launching a well-rounded effort. The making of mailing lists is an art in itself, the writing of letters, the selection of the proper enclosure material and the giving of a service that makes customers per-

The smaller cities and towns of the country cannot yet support their own bookshops, but they are all in neighborly trading relation with larger centers where stores exist, and from such stores should radiate real book service that can offer steady and permanent development of business. Not the least important gain from such business is the steady advertising it gives to the store itself, and dealers frequently find that they are having visits from new customers who have gained their first impression of the personality of the store by the mail-order approach.

#### The Year's Paper Output

THE paper production of the country for 1923 has now been reported from the figures of the American Paper and Pulp Association, the largest in any year of the country's history, excepting only 1920. The use of paper for board is now the largest of all classifications, and this use is steadily increasing. Newsprint is one-third less than boards, or 1,500,000 tons, and book paper and wrapping paper are each set at 1,000,000 tons.

If the classification of book paper meant that all these 1,000,000 tons were used for books, it would be an active industry, indeed, but book paper includes everything that is used for printing purposes save only newsprint. Of this 1,000,000 tons, probably 40% was used for magazines, about 40% for job printing of all kinds and possibly 6% for books, 14% miscellaneous. This estimate of 6% is based on the government's estimate during war time, when a more careful analysis was made of the different uses of paper. Granting some degree of accuracy to that estimate of 6%, it would mean about 140,000,000 pounds of paper, and, if each book used a pound, that would give a rough idea of the number of books published, and that is probably not far from the truth.

#### The Greatest French Authors

A BALLOT has been taken among the readers of Les Maîtres de la Plume, one of the younger French magazines, to determine the greatest French author of the present day. A decided majority voted in favor of Anatole France. Next in popularity were Paul Bourget, Maurice Barrès, Mme. Collette, and Mme. de Noailles.

# The 1924 Toy Fair

#### Publishers of Children's Books Exhibit Many New Lines

THE Ninth Annual Toy Fair at the Hotel Imperial, New York, has broken this year all its previous records. The Hotel Imperial is housing the exhibits of one hundred and seventy concerns while a hundred and twenty more firms have head-quarters at the Hotel Breslin and the Bush Terminal Sales Building. The concensus of opinion among representatives indicates that buying is brisker than for several years past.

Nine publishing firms are showing their lines of juvenile and toy books at the Imperial, while M. A. Donohue & Co. and Charles E. Graham & Co. have their head-

quarters at the Breslin.

On the first floor of the Imperial the Ideal Book Builders display is shown by R. H. Garman in Room 133. The concern specializes in building books, instructive, educational, stencil and painting books.

The Saalfield Publishing Co., in Room 233, is exhibiting eighty-seven new books in addition to its regular well-established line. The "Billie Whiskers" series and the "Whitehouse Cook Book" are being par-

ticularly emphasized.

William M. Edwards is in charge of the display of Stoll & Edwards Co. The "Burgess Toy Books," "Fairy Land," and "Happy Land," illustrated by Lucy Fitch Perkins are leading attractions. The new "Our Very Best Friends," six books in a box, and "When I Grow Up," four books in a box, are two new series with a wide

appeal.

The John C. Winston Co. has Rooms 346-8 in the Imperial. H. Rodney Foss is in charge of the display. This is the first time that the concern has exhibited at the Toy Fair. Frank Goodman has illustrated the books in the new Children's Bookshelf Library, the most important addition in the Winston line. The Library includes such standards as "Treasure Island" and the "Tales From Shakespeare." New editions of "Pinocchio" and "Heidi" illustrated by C. M. Burd, are other important additions.

S. E. Low represents the Whitman Publishing Co. In addition to the Thornton Burgess "Bedtime Stories" and Harrison Cady "Peter Rabbit Stories," Mr. Low is showing a series of "Dolly Dingle" books illustrated by Rhoda Chase, originator of the Campbell Kids.

A. R. Gabriel and C. A. Conrath are

showing the complete line of Sam'l Gabriel Sons & Co. in Room 315. The concern's line of wash fabric, linen, and linenette books are among the most popular of its publications. "The Little Chick That Would Not Go To Bed" and "The Teddy Bear That Prowled At Night" are leaders.

Platt & Munk Co. displays in Room 329. A. H. Munk is in charge. The purchase of the Hurst and Nourse plates has given many new titles to the Platt & Munk list. "The Junior Bank Book," "The Fun of Saving Up," "Black Beauty," "Aesop's Fables," and twelve new titles in the "Something To Do" series gives the concern a well rounded list of juveniles.

The Arthur Westbrook Co. shows thru its representative, W. H. Baron, a line of six hundred titles. The list includes ju-

venile classics of all types.

Doubleday, Page & Co. is represented at the Toy Fair for the first time. In charge is Joseph Steers. Among the many children's publications of the concern those most popular are Fall's "A B C Book," a series of nature books by John Breck, "Clown Town" by Dixie Willson, and five volumes in the "Pinafore Palace" series.

M. A. Donohue & Co. has showrooms on the sixth floor of the Hotel Breslin. A. Hamming and A. Cohn display new novelty and toy books and a new series of

boys' and girls' books.

Charles E. Graham & Co. is exhibiting finely illustrated editions of "Grimm's," "Mother Goose," "Alice in Wonderland," "Black Beauty," etc. The "Uncle Wiggily" series is one of the leading features of the line.

The fair will continue until March 8.

#### Department Store Business Increases

THE Monthly Review of the New York Federal Reserve Bank states from complete reports in the Second Federal Reserve District that December sales in department stores showed a volume of business 7 per cent larger than in December a year ago. Net sales during December in all department stores, taking the year 1922 as an index 100, were as follows:

1919	1920	1921	1922	1923
92	93	95	100	107

# Appleton Takes Over Stewart Kidd Publishing

Mr. Kidd with Four Bookshops, Now Restricts Activities to Retailing

THE publishing business of Stewart Kidd, Cincinnati, which has, in ten years, developed outstanding quality in two special lines, is being absorbed March 1st into the D. Appleton & Company organization, which plans to continue and further develop these specialties, adding to the acquired material, books from its own list and bringing to these groups new authors.

W. K. Stewart and John G. Kidd took over the famous old Robert Clarke Co. business of Cincinnati in 1910. It was then a retail bookstore opposite the Post Office, with the four floors used for books, stationery, office supplies, etc. A small pub-lishing business came with the purchase, including many interesting items of Americana, as Robert Clarke had been greatly interested in the Ohio Valley, and other historical material, and several other books. The necessity of reprinting gradually led Mr. Kidd, as manager of the store, actively into the field of publishing. For the last ten years, he has pursued this vigorously, altho at the same time developing his retail business into new paths. The latter has now become so pressing for attention that the business has to be separated unless a larger organization were to be developed in Cincinnati. During the past year, the publishing business has had its best season, and the same year has marked the moving of the principal retail store into its handsome quarters in Hotel Sinton, both lines of growth coming at the same time.

One of the authors that was on the old Robert Clarke list was James A. Henshall, dean of American fishermen, whose first volume, "The Book of the Black Bass," is still active and, recently reset, reached the astonishing number of 85,000 total sales. Mr. Henshall was formerly fish warden in Montana and is the President Emeritus of the Isaac Walton League. The steady demand for this book brought to Mr. Kidd's attention many opportunities to publish books in the outdoor field, and the list is now the outstanding one in the country in

the field of sport.

Among the titles are: "Autocamping" by F. E. Brimmer, editor of Outers' Recreation, "The Complete Dog Book" by Dr.

William A. Bruette, editor and owner of Forest and Stream, "Trail Craft" by Dr. Claude P. Fordyce, contributor to numerous sporting magazines, "Adventures in Angling" by Van Campen Heilner, associate editor of Field and Stream, "Streamcraft" by Dr. George P. Holden, associate editor of Forest and Stream, "Lake and Stream Game Fishing" by Dixie Carroll, formerly President of the American Anglers' Association, "Jist Huntin'" by Ozark Ripley, editor of the National Sportsman, "Casting Tackle and Methods" by O. W. Smith, editor of Outdoor Life. These books indicate the connections established with the best writers and journalists in this field.

Besides this, Mr. Kidd has just completed arrangements, which will now be carried forward by Appleton, to publish a new edition of David Starr Jordan's great book on "Fishes," formerly published by Holt and the outstanding scientific book in

the field.

To this group of out-door books Appleton can make many important additions, such as Chapman's famous bird books, Comstock's books on insects, F. Schuyler Matthews's books on trees and flowers, and numerous other volumes that have already given them an interest in this field of publishing. Such books are carried by sporting goods shops as well as book-shops, thus giving the publisher of them an outlet not overlapping the general bookstore field.

Mr. Kidd's other line, that of dramatic works, has been successful as that of the outdoor books. Among the authors on his list are such dramatic critics as Barrett H. Clark, Archibald Henderson, Walter Prichard Eaton and Frank Shay, and the volumes of plays include the important anthologies, such as Frank Shay's "Twenty Contemporary One-Act Plays," Stuart Walker's "Portmanteau Plays," Cook and Shay's "The Provincetown Plays." There is also "Dramatics for School and Community" by Claude M. Wise, a valuable guide to the use of dramatic material and Frank Shay's "One Thousand and One Plays for a Little Theatre."

Seeing new opportunities for sales of plays for amateur acting, Mr. Kidd developed a paper-covered series that is now selling widely. "The Stewart Kidd Modern Plays" have been edited by Frank Shay and now include 22 plays. This series includes plays by Eugene O'Neill, Stuart Walker, Edna St. Vincent Millay and Christopher Morley. Another series called "Stewart Kidd Little Theater Plays" is edited by Grace Adams and includes Booth Tarkington's "The Ghost Story" and "The Trysting Place" and Stuart Walker's "Nevertheless." Frank Shay is also editing for the list "The Wharf Plays," to include those being used at Provincetown by the Wharf Players.

All this program Appleton is taking over, as well as the contacts established, and already they have important material to add to this dramatic list as well as outstanding books in the way of memoirs and stage history. Appleton also has during the past year taken over the "British Drama League Series," four new titles of which are to be published this spring, including an anthol-

ogy of British plays. The Appleton house sees great opportunities in these two special fields, and is planning to give individual attention to them, with trade helps and suggestions for the promotion in these two highly active fields.

Mr. Kidd is planning to give special attention to the new developments in the mail order business, and will continue by advertising and circularization to emphasize the two fields of drama and outdoors, altho he will no longer publish books in these lines. His outlets in Cincinnati, besides the big store at the Sinton on Fourth Avenue, include the attractive little shop recently developed in the Dixie Terminal called "The Dixie Bookshop," the department at H. and S. Pogue, the quality department store of Cincinnati, where books, magazines and all kindergarten material are carried and the department at Rollman's, a popular department store, where books and magazines are carried.

# The Pierpont Morgan Library

A PROMINENT American architect, when asked a few years ago what building in America he would rather have designed than any other, answered without hesitation "the Morgan Library." This beautiful building, renaissance in style, the masterpiece of Charles McKim, is now made a public institution thru the gift of the present J. Pierpont Morgan, and its great collection of books and art objects is to be perpetually available for public use under the direction of trustees with proper safeguards against abuse of such material.

The building is on East Thirty-Sixth Street, just off Madison Avenue and in the rear of the brownstone house of Mr. Morgan. Passing the bronze fence and beautiful gates, one enters an arched portico which leads into the noble entrance hall, and then, turning to the right, one finds the main library, a room that leaves almost breathless any lover of books, first, for its own beauty of design and decoration, and, secondly, for the marvelous collection of books that is gathered together in it. In a fireplace against the east wall burn large logs as in the library of a home, and above the fireplace a magnificent tapestry neutralizes the lofty height of the walls.

The bookcases rise to a height that necessitates two balconies, and the books are shelved behind open grill work, with some special volumes in exhibition cases on the

The scope of the collection can hardly be realized, tho one should spend days going from shelf to shelf. Of illuminated manuscripts dating from the sixth to the sixteenth century, there are 530 volumes, to give one instance of the proportions of the collection; 905 manuscripts of works by American, English and Continental authors; about 7,000 important letters and documents; 60 volumes of Coptic manuscripts, one of the most important finds that explorers have made in this century, found in the bottom of a well and revived and translated at the Vatican; there are examples of Greek and English papyrus dating from the third century before Christ.

Coming to printed books, there are shelves of incunabula, books from the origin of printing down to 1500; an extraordinary collection of the books of the Aldine Press during its century of existence; there are Missals, Bibles, Testaments, Prayerbooks, Books of Hours almost without end, and all are the finest examples in the field; there is a great collection of English literature, dating from the first printings in 1475. There is an extraordinary collection of fine bindings, including beautiful specimens of every type of work, even to jeweled volumes.

Among the very famous manuscripts are the "Huntingfield Psalter," written and illuminated in England about 1170, the



THE EAST ROOM OF THE PIERPONT MORGAN LIBRARY WITH THREE TIERS OF LITERARY TREASURES

"Wind-mill Psalter," England, about 1280, the "Tiptoft Missal," English, about 1332. There are over 200 French Bibles, Psalters, Gospels and Service Books, dating from the eighth to the seventeenth century, including the "St. Louis Bible," the only known complete manuscript of the Bible in French of the thirteenth century.

There are ten manuscripts of "The Romance of the Rose," dating from the four-teenth century; the Paternoster of Anne of Brittany, containing her portrait on every page; the prayerbook of Emperor Charles Fifth, containing his portrait, arms and special prayers; four manuscripts of Dante's "Divine Comedy," dating from the four-teenth century.

The Morgan Library copies of the "Gutenberg Bible" are famous, copies on both vellum and paper. They also have the only specimen in America of the earliest dated piece of printing, the Indulgence, dated 1455, of Pope Nicolaus Fifth, issued to such persons as should contribute money to aid in the war against the Turks. The Morgan copy of the great Psalter of Fust and Schoeffer is on vellum and bears the date 1459. There are fine examples from the press of Coster in Haarlem, by some credited as being the inventor of printing.

The first edition of Dante, 1472, is the only complete copy known, and the Cicero

of 1465, on vellum, is the first book printed in Italy, and is of extreme rarity. There is also a vellum copy of the Aristotle of 1483. This book was beautifully illuminated by a Florentine artist, and has been described as the most magnificent book in the world. A page of it is reproduced herewith. There is also a magnificent illuminated copy of Jenson's "Augustinus," 1475, and an illuminated Livy, 1470.

A complete showing of Aldine Press books runs to over 500 volumes, the largest collection in the world except that of Lord Spencer, now the property of the John Rylands Library at Manchester, England. The collection of Caxton is the largest in private hands and includes the only known perfect copy of the first book printed in the English language; the "History of Troy," printed at Bruges in 1475 by Caxton; also only known copy of the first edition in English of Malory's "Mort d'Arthur," 1485. There are 60 volumes from the press of Caxton's successor, Wynken de Worde.

While the main room contains the large coordinated collection, the rooms across the entrance hall are no less interesting. This room is a combination in effect of a quiet private library and gallery of masterpieces. On the walls, on the tables and in cases are supreme examples of painting, sculp-

ture, book-making, binding, furniture, the very finest examples in every field, culled without regard for cost from every nation. This is the room in which the elder Morgan and his son have found their own personal

enjoyment of books, and is one of the most beautiful rooms that an architect has ever planned.

In one corner of the room opens the door to the safe, in which are kept the invaluable group of autographed manuscripts and autographed letters whose value it would be difficult to calculate. In order to realize how famous are the inclusions in this vault one has but to mention that here is the original of "A Christmas Carol," of Lamb's "Dissertation on Roast Pig,' of many of Whitman's poems and letters, of Byron's "Corsair," Keats's manuscripts, etc. The safe, which has shelf room for a great deal of material, is completely lined with such material which, to be able to touch, is an inspiration to any reader and lover of literature.

A collection of such extent can hardly be visualized, as any one item out of a thousand would be a treasure in an ordinary private collection. This great coordinated group of books will be of extreme value to scholars, and it will also be of great and permanent interest in the publishing and book-making world, as it provides in this country an opportunity to study the progress of man's effort to record his thought in writing and in print. Such a collection housed at the center of American publishing cannot but have a stimulating influence on fine book-making, as everyone interested in this field can have an opportunity to study these volumes and draw from them inspiration for new enterprises. For several years past local exhibits of fine printing have been enriched by loaned examples from this collection, and the deed of gift provides that the trus-

tees may continue to loan from the collection for the purpose of exhibits, etc. It is also provided that the trustees may provide for lectures, exhibits or instruction in connection with the institution, as they may deem desirable. They may also provide for the reproduction by printing, photography or otherwise of any portion of the collection in their hands and for the publication and distribution among libraries, museums, universities and other institutions and among individuals of the reproductions so made.



PAGE FROM THE ARISTOTLE OF 1483 DESCRIBED AS THE MOST MAGNIFICENT BOOK IN THE WORLD

#### Proverbs

It takes as long to read a poor book as a good one.

It is never too late to read.

He who reads every book reads none.

A good book is a poor teething ring.

A poor title padlocks its book.

A book with too noisy a book jacket is seldom to be trusted.

'Tis a poor book that cannot furnish one

He who borrows a book borrows something he can not wholly return.

A book which shines in its infancy may be wrapped in dust in its old age.

Only the curious read the last chapter first.

A well-thumbed book bespeaks a large audience.

He lives a thousand lives who reads his books.

# Organizing and Stocking a Bookshop

#### Theme of Third Lecture in Bookselling Course

THE class in retail bookselling at College of the City of New York was addressed this week on the first of the lectures dealing with the practical business of bookselling. The previous lectures had defined bookselling and dealt with its his-

tory and its status.

In deciding upon the location of a bookshop Temple Scott called attention to the fact that when opening in a big city it is found that the marketing centers, the "busy" corners are places of high rent. To the neophyte bookseller it is important that he locates where rent is reasonably cheap. It is equally important that he start somewhere where he will not be lost sight of. The new bookseller will find that it is often advisable to locate near other bookshops.

Commenting upon the matter of location, Mr. Scott added "this matter of good location is up to the bookseller. If he enters the bookselling business following a period of good apprenticeship of practical experience, and after securing that basic knowledge that knows where to find knowledge he will be able to build up a service that will bring patronage to his store no matter if his location is a little off the beaten track. The decision as to where to locate will then be based on confidence in

himself."

Locating in the large city requires a greater self-confidence, a larger background of practical experience, a better training in bookselling than would starting in the smaller cities. Higher rents, keener competition and the increased difficulty of stamping one's personality upon the community are among the chief factors.

When locating in the smaller towns the bookseller should immediately make his contacts with leaders in the political, educational and social life of the community. Out of these contacts he should build up a list of names that he may be able to classify as to their likes and dislikes from a bookman's point of view. "Build up such a list of prospective customers," urges Mr. Scott, "and always classify it according to the likes of the customers. An alphabetical list is only a list of names." . . . "You know the book—you classify the customer—you fit the book to the customer."

Mr. Scott dealt with the importance of the jobber as a consulting expert for the starting bookseller, and of the value of buying regularly thru the jobber when orders are for one or two books at a time from a variety of publishers. In stocking, follow advice but also follow your own inclination. A bookseller sells best those books he cares about.

The problem of every bookseller is to keep stock moving. The turnover of stock should be from three to four times a year. "Look at your books and if some book doesn't move find out what is the matter. If you can't move books by selling them—get rid of them." In a small town the bookseller handles fewer books, he can watch them closer and move them more

easily.

"Never sit quiet in your shop," cautioned Mr. Scott. "Write letters; it's a very important part of the bookselling business." Every bookseller is urged to take trouble to look after the wants of his customers. Books that are asked for that are out of print may be secured by the bookseller who knows the valuable market available in the Weekly Book Exchange department of the Publishers' Weekly and in the English Clique.

Mr. Scott urged the importance to the bookseller of receiving a traveler graciously, of fixing a time for the traveler, and of taking advice from travelers regarding the buying of a book. The traveler should be trusted. If he fails that trust the bookseller may "square the account" at the next trip. The biggest mistake a traveler can make is to sell a dealer too many

books.

It is important that the bookseller know the publishers—what types of books each publishes. The first judgment of a book must be its imprint. The publisher wants an effective distributor. The bookshop is his cheapest means to proper distribution. A bookseller is effective when he reaches the bookbuying group in his community.

The bookseller should not stock every book, nor every new book, nor technical books, nor school books, generally speaking, until he finds the distinct lines in which people of his community are interested. Books should be stocked which are most in

demand or which that dealer may sell with the least trouble. It is best to go slow—

buy with judgment.

Discounts allowed retailers by publishers vary from 33 I-3 to 40 per cent according to quantity ordered. Credit or time is allowed in which to pay publishers—from thirty to ninety days. The bookseller should try to make a living out of the other fellow's money, should try to sell the books within the credit limit set. The discounts and terms of credit are not as favorable in the East as in the West because of the elements of time and distance.

The "copyrighted" book is defined as one published in the United States, that is printed from type or plates made in this country, and is bound in this country. It is the property of the individual who publishes it under these conditions. The non-copyrighted book anyone can print and sell. "Piracy" developed out of the printing of books which were not copyrighted in the

United States.

International copyright is maintained chiefly by the Berne Convention to which the United States is not a party. This convention is a reciprocal agreement between nations whereby copyright is respected mutually. It does away with necessity of copyrighting in each country where it is desired to publish or to sell any given book.

#### Lectures At Paul Elder's

A SERIES of lectures and dramatic readings will be delivered at the Paul Elder Gallery, 239 Post St., San Francisco. The series will commence late in February and continue until the end of March.

On March 8, George Douglas will give a summary and critical survey of the latest additions to Scandinavian literature. His talk will deal particularly with Knut Hamsun's "Children of the Age," Knopf; Johan Bojer's "The Prisoner Who Sang," Century; and Bergman's "God's Orchid."

Knopf.

Alexander Kaun of the Department of Slavic Languages, University of California, on March 22 will lecture on "Ramblings Through Russian Literature." Essential and intimate traits of representative writers from Gogol, Turgenev, Dostoyevsky, Tolstoy, thru Chekhov, Andreyev, Bunin, to revolutionary and post-revolutionary authors. Books of the last group are Alexey Tolstoy's "Road to Calvary" and Libedinsky's "A Week." Dr. Kaun is the author of "Leonid Andreyev, a Critical Study," Huebsch.

#### A Glory Gone

THE Almanach de Gotha will be published no more," says the Manchester Guardian. Since 1763 the stubby little annual has jealously kept its pages unsullied by mention of any but personages whose blood was of the indisputably ultramarinest. Duke Carl of Rosenmold was doubtless gratified to reflect that he figured therein. The Hapsburgs, with their ten kingdoms, score of Arch and Grand Duchies, and marquisates, counties, or baronies that an astronomer might reel to number, felt perhaps at home in this sumptuousness. Here was none of your mixed company that "Debrett" or "Kelly" might keep open house for. Highnesses and Graces alone had right of adit. Nor yet any and every trumpery Grace. As a mere British duke you might sneak in among the hedged-off rabble of non-reigning princelings, but of course you could not aspire to sections I and 2, reserved for the regnant and the semi-regnant. The demise cannot surprise tho it may grieve us. How must these latter years have seemed bitter to the Almanach. Its own native town of Gotha, erstwhile midmost star in a Milky Way of principalities and powers, has since 1918 blossomed, a dejected rose, in the desert of a Thuringian Republic.

#### Olympic Games Literary Competition

MARCH 15th is the last date on which entries will be received in Paris for the literary competition which will be held in connection with the forthcoming Olympic Games. The rules limit the competitors to 1,000 lines of verse or 20,000 words of prose and the manuscripts must be accompanied by both an English and French text. The subject chosen must deal with some phase of sport or competitive athletics and should be addressed to the Secretary, Jury de Litterature, Comité Executif, VIII Olympiade, 30, rue de Grammont, Paris. Only material never before published will be considered.

An unusual jury, with representatives from ten countries, will decide the award. Among them are d'Annunzio, Selma Lagerlöf, Merejkowski, Johan Bojer, Blasco Ibáñez, four members of the Academy Française as well as a number of other prominent literary figures in France. America will be represented on the jury by Mrs. Edith Wharton. Three prizes, consisting of medals and diplomas, will be awarded.



### The Book and Its Film

Pictures That Will Stimulate Book Sales During 1924





GEORGE BILLINGS AS ABRAHAM LINCOLN

#### The Dramatic Life of Abraham Lincoln

THE Rockett brothers, producers of the first film of unadulterated biography, have achieved notable success in their production, "The Dramatic Life of Abraham Lincoln." The film "avoids the legendary conception of Lincoln as a formidable figure on a pedestal," forcefully presents the character and personality of Lincoln on the screen, does not descend to sentimentality, and withal has scored a popular success. George Billings with no previous stage or screen experience plays the rôle of Lincoln with simplicity and charm. The story is frankly episodic, starting with Lincoln's birth in a Kentucky cabin and ending with his assassination in Ford's Theatre.

The producers recently stated Henry B. Rankin's "Intimate Character Sketches of

Abraham Lincoln," Lippincott, was the most useful book consulted by them. The showing of the film will create an active demand for all the biographies of Lincoln and will quite likely extend to all works in any way related to his career.

#### "Peter Pan" to be Filmed

THE motion picture rights to J. M. Barrie's "Peter Pan," together with those of all the other Barrie dramatic successes, were acquired by Famous Players-Lasky two years ago. Production of the picture was delayed in hope that Maude Adams would eventually consent to take the leading rôle in the play which she made so famous. This hope has been definitely abandoned and the production of "Peter Pan" will commence this summer. No announcement of the cast has been made.

# Bringing Books to Guilford

#### By Andrew Millar

FTER Paul had been in business a few days, he found that the question of special orders was destined to

ness. Having a stock necessarily somewhat restricted, there were not only many individual books but even kinds of books

which he had not been able to represent in his initial It proved orders. that Bibles had been the only really serious over-sight and this omission Paul diplomatically concealed until such time as a shipment could be received. But there were books on many topics which Paul had not been able to represent. For example, one day a customer inquired for a book on carpentry. Paul did not realize until that moment that carpentry was a subject not covered by his stock. The customer was sceptical

about ordering. The books listed might not be just what he desired. Paul debated the point a moment before making the following suggestion:

"I'll tell you what I'll do," he said. "From the description, I believe this work on General Carpentry by Melville is a good book. I think we ought to have at least one good book on carpentry in stock. I'll order this and let you know when it comes in and if it's what you want you can buy it and I'll order another copy for stock."

This proposition was so manifestly fair that the customer readily acceded to it and when the book arrived he found it very satisfactory. Paul thereupon ordered an extra copy for stock. Paul followed a similar procedure in a number of cases when he was absolutely convinced that the book in question covered a subject that deserved representation in his stock. He

foresaw the easy danger of CHAPTER XVIII accumulating unsalable or slow Special Orders moving stock if he ordered any

book asked for, subject to apoccupy a prominent place in his daily busi- 'proval. He had some difficulty in resisting the importunities of certain customers in

this matter.

"You order it, Mr. Traynor, and if it is

The Story So Far PAUL TRAYNOR, curbing youthful exuberancy sufficiently to follow the advice of experienced booksellers, has managed to lease a store and embark on a bookselling career. And he still has some of his five thou-

sand dollars capital left.

Tho he has escaped imprisonment and most major mistakes and despite his college education, hard work and pleasing personality, he has been confronted, during the first few days of his venture, with many perplexing problems. Window dressing, discounts to clergymen, and advertising policies have presented various difficulties. In this instalment he promptly runs into another.

what I think it is, I'll take it."

Paul's answer was invariably, "And if it isn't what you think it is, what am I to do with it?" In most cases the customer willingly left the order without any strings attached.

Paul provided himself with the best catalogs obtainable, the Publishers Trade List Annual, the United States Catalogs and all supplements. A question that came up for earnest thought and much discussion was whether or not a deposit should be insisted upon in advance on all orders.

Mrs. Cantry and Paul talked the matter over in the greatest detail. Mr. Kirkland wrote that he made an effort to secure a deposit on all orders except from wellknown regular customers and those who had charge accounts. "I say I try to," he wrote, "because we don't always get it." There were many arguments on both sides. It might be said that the customer expected to purchase the book when he came in and therefore certainly it was not inconvenient for him to pay for it in full or in part. Paul, too, readily recognized that he could not afford to have left on his hands a miscellaneous collection of odd books, some of them expensive, that might have been ordered on impulse which later judgment desired to repudiate. On the other hand, Paul felt that some customers might see in the request for a deposit a reflection on their own good faith. This might insert an obstacle in developing book buying in Guilford. Finally Paul decided to give the no-deposit plan a short trial and the thing that determined his decision was the size of Guilford.

If I were in a big city, Mrs. Cantry," he said, "I presume I would find the advance deposit an absolute necessity. Maybe it is here. That we can find out by experiment. However, I am willing to do some personal work in making my plan efficient. If a customer fails to come in for a book that has been ordered for him, I will go to his house with the book and I think that he

will usually take it."

So Paul tried it out in this way. He found that he averaged three special orders each day for a ten day period. He used a card system and followed up all orders one week after the original order was sent out. At first Paul made the easy mistake of promising books too soon. He found that the mail required a day or two longer than he expected. Patrons seemed to dislike coming twice so Paul decided to add a day or two to the expected time of arrival but invariably suggested that the customer await the receipt of his post card of notification. One customer protested because of the time Paul estimated it would take to fill his order.

"I'm in a rush," he said, "and I don't see why you tell me that it is going to take seven or eight days to get that book."

"Now, Mr. Fallon," said Paul, "I am going to order that book right away. I presume the publisher will fill the order the day it is received, so the book will be back here just as soon as it can physically be done. I'll have it come special delivery if you say so."

"Of course, I say so," said Mr. Fallon. "I tell you I am in a hurry for that book.

Telephone me when it arrives."

This was on Thursday afternoon. Saturday evening Mr. Fallon was in the store inquiring for his book and solemnly asserting that Paul had promised its arrival in "two or three days" nor could anything the young bookseller say in any way alter his view of the matter.

"I don't believe you even sent the order out," Mr. Fallon stormed. "Next time, I'll

order my books myself."

"I ordered it Thursday, Mr. Fallon," said Paul and his firm tone suggested that the

matter was closed.

"If it doesn't come Monday, I can't use it," said Mr. Fallon, but when the book arrived the following Wednesday, he took it after a certain amount of grumbling. Fortunately few customers were like Mr. Fallon.

and Paul experienced little trouble in getting his patrons to take the books ordered. A source of a good deal of vexatious trouble lay in the number of books reported out of print. "Why didn't you tell me so?" one customer peevishly inquired. "I'm going to write the publisher myself." Paul found that tho Guilford had not had a bookstore for many years, there were many of its citizens who believed that they thoroly understood the management of one. Such persons were very free with their suggestions in regard to ordering books.

"No, I won't order it," said one patron who had inquired for Thistlebloom's "Marriage Rites Among Primitive Peoples."
"You advertise that Guilford needs a bookstore and that you are supplying that need and the first book I come in for, you haven't even heard of. If I want it, I'll order it

myself, thank you."

"I don't need to know every book that ever was written," returned Paul, "anymore than a lawyer needs to know all the law cases in history. He needs to know where to find out about them and so do I," and Paul pointed to his catalogs.

"But this is such a common book," said the patron, a tall, rather patronizing young

man and forthwith walked out.

Another customer, having failed to respond to two post cards announcing the arrival of a book he had ordered, received a call from Paul.

"No," he said, "I'm not calculating to take the book." He fingered its pages.

"But, Mr. Southmore, you ordered it, didn't you?"

"Yes, but I changed my mind. It's not what I thought it was and anyway, I've had a lot of extra expense—taxes and one thing and another."

"Look here, Mr. Southmore," Paul replied. "I accepted your order in good faith. I did not ask you for a deposit tho I might have done so. I took your word that you would take the book when it came. Now if you don't take the book and a number of others pursue the same course, there is only one thing for me to co—demand a cash deposit on all orders. That I think would be an injustice to all the ninety per cent of customers who take the books they order, but I will have to do it unless I find that people generally speaking keep their word."

"Who's saying my word's not good?" demanded Mr. Southmore.

"I believe your word is good, Mr. Southmore, and that you will accept the book. I haven't opened any charge accounts yet

but if you really can't pay for the book now, I will grant you thirty days."

"Who says that I can't pay for the book?" demanded Mr. Southmore, taking a fat roll from his pocket. "How much is it ?"

Paul congratulated himself on the way the episode turned out and he found that he was equally able to induce nearly all patrons to accept the books ordered.

At first Paul had been content to use regular filing cards for orders but this seemed to him a false economy and later he had a very simple order form printed.

NAME
ADDRESS
TITLE
AUTHOR
PUBLISHER
DATE ORDERED
CUSTOMER NOTIFIED

The last line was left blank for the insertion of any special information, such as an out of print report or advertised for in the Publishers' Weekly. In filing the cards after the orders had been finally taken care of and the books delivered to the customer, Paul wisely decided that for his purpose, the correct way to file was by customer's name. A customer might forget the book ordered but he could not forget his own name, so if any question arose at any time regarding past filled orders, this system seemed best calculated to make the record easy to find.

In writing orders for the first few days, Paul had done this personally, using long hand. He then purchased a rebuilt typewriter at a very reasonable price. Mrs. Cantry had done typing and volunteered to send off all orders. She did not practice stenography but she was able to write a good letter and for the time being, Paul was satisfied to attend to the correspondence in this way. He decided, however, that just as soon as the Y. M. C. A. evening classes started he would take lessons in typewriting and book-keeping as well as the instruction in sign-writing if the three subjects could be arranged without conflict. A stiff program, but Paul realized that he was not yet equipped to hire this work done for

him. "'Workhard' shall be my middle name for the present," said Paul, but he also wisely decided to take a reasonable amount of recreation.

(To be continued)

#### Additional "Travelers Number" Information

A T the request of Harcourt, Brace and Co. printed below is a revised statement of the selling staff of the house and additional titles on its spring list, as the list in the Travelers' Number was incomplete. Travelers:

EDWARD MOREHOUSE (Larger cities in Middle West and East and the Pacific

GEORGE W. AMIS (Middle West and East). JOHN D. CHASE (New York City and South).

August H. Gehrs, Sales Manager.

The leading books in fiction on Hacourt's spring list not included before are Dorothy Canfield's "The Home-Maker," Giovanni Papini's "The Failure," Robert Herrick's "Waste," and Jacob Wassermann's "Gold." Non-Fiction: the new Wheatley edition of Pepys' Diary in three volumes, and "Criticism in America."

FICTION

The Home-Maker. Dorothy Canfield. Red Sand. T. S. Stribling. The Failure, Giovanni Papini. Gold. Jacob Wassermann. Waste. Robert Herrick. Crazy Man. Maxwell Bodenheim.

NON-FICTION

The Ku Klux Klan. John M. Mecklin.
Pepys' Diary. Wheatley Edition, in 3 vols.
Port of New York. Paul Rosenfeld.
Louis Pasteur. S. J. Holmes.
The Life of Napoleon I. John Holland Rose.
Claw and Fang. Ernest Glanville.
All Fellows and the Cloak of Friendship. Laurence
Housman.
Children's Stories and How to Tall These Western Children's Stories and How to Tell Them. Woutrina

A. Bone.
A. Bone.

A. Bone.

Modern Essays: Second Series. Christopher Morley.

Criticism in America: Its Function and Status. Essays. Irving Babbitt, Van Wyck Brooks, J. E. Spingarn.
A Thread of English Road. Charles S. Brooks.

JUVENILES

Silky Buff and Dotty Jack. Flavia Camp Canfield. Down the Big River. Stephen W. Meader. Tony from America, Katharine Haviland Taylor.

#### Study English by Radio

HE 200 German students studying English at the University of Berlin have organized a radio class and have agreed to provide the money to purchase a radio outfit. They will use the outfit principally to listen in on lectures at Oxford and other British educational institutions.

#### Booksellers of San Francisco

THE annual meeting of the Booksellers' Association of San Francisco Bay Counties was held on February 14th, and new officers elected:

President, John H. Williams, publisher. Vice President, C. S. Downes, Studients' Cooperative Store, Berkeley.

Honorary Vice President, Robert Rea, librarian of San Francisco Public Library. Secretary-Treasurer, Miss Mary Perks, manager of the book department, The

Emporium.

The Association feels that it has had a very successful year, and included in its program two noteworthy public meetings. At one of these, Dr. George Watson Cole, librarian of the Huntington Library at Pasadena, spoke on that great collection of books, and, at the other meeting, Milton J. Ferguson, librarian of the State Library at Sacramento, gave the story of that institution and its collection, as well as of the educational work which California does thru its unique system of county and village libraries. The other meetings were addressed by well-known speakers on topics of literary interest.

The Association was very active in Children's Book Week, and found the observance even more widespread and successful than in 1922. It had the hearty coöperation of the City Board of Education, and there was a very large attendance at the Book Week exhibit held at the Public Library, as well as at the special exhibits in the bookstores. Public schools asked their students to submit short essays on "What I Saw in a San Francisco Bookstore." Much interest was aroused among the pupils. A fund for display advertising was raised, and local booksellers carried their own advertising.

#### In Praise of Caslon

A N opportunity to study the excellency of the famous Caslon type face, now approaching its third century of usefulness, is given in the new style book of the Mergenthaler Linotype Company, devoted to its new series of Caslon Old Face. The Company believes that it has in this series preserved the full value of this famous letter in all its sizes. Samples have been set in the sizes running from 36-point to 6-point, with a series of initial letters, headbands, tail-pieces, borders and patterns. The sample book is in itself a beautiful illustration of what this type means to good typography.

# The Insertion of Publication Dates

THE Booksellers' Association of San Francisco Bay Counties has sent the following letter to the publishers:

To the National Association of

Book Publishers:

By direction of the San Francisco Booksellers' Association, I write to ask your attention to the need of a more effective method of protecting the publication date on new books. The situation now is an anomalous one, which, as we recognize, offers difficulties on several accounts; but we believe it should be amended, or the attempt to fix release dates abandoned.

Our members, who wish in every case to observe such a date, find that very often it is disregarded by public and circulating libraries—more frequently, by the later—and by some dealers. They believe this to be due, in great measure, to the fact that publication dates are now, as a rule, merely stamped on the invoices, and do not precede or accompany the books themselves, since the invoices often follow the books. Hence, confusion and complaints habitually result from the premature display and sale of new books in stores, or the issuance of them at libraries before publication.

Such a practice, of course, is unjust to dealers who respect release dates. We should, therefore, suggest and urge that instead of merely noting such dates on the invoices, a more formal notice be given by the publishers to jobbers, retailers and librarians, and that such notices be mailed so as to reach the ultimate distributors not

later than the books themselves.

The trouble in this matter seems to lie quite largely with certain wholesale distributors, not only in New York and other publication centers, but also in the smaller distributing points. Any steps taken to protect publication ought, we think, to cover the jobbers, including the American News Company and its branches, which should be earnestly cautioned against advance selling without notice of release dates.

We are making these suggestions after considerable discussion and inquiry on the matter, and shall be glad to have your views regarding it. We know it is not without its problems for producer and distributor alike, and we shall hope to learn that your Association is moving for a better system of notifying and safeguarding publication

dates.

Very truly yours,
John H. Williams,
Secretary.

#### "Clean Books Bill"

THE New York Legislature has been many weeks in session, but the "Clean Books Bill" of Justice John Ford has not as yet been presented. There are many references to this situation in the press, and much discussion about the chance of the bill, but, so far, it has not been presented

in either house.

It is reported in the press that the New York Civic League has been canvassing members of the Legislature, in view of lining up someone in each house who would be sponsor for the measure, but the reports state that they have encountered considerable difficulty in their search for the right people. The bill, in the last session, was handled by Senator Cotillo and Assemblyman Jesse. It passed the Assembly but was defeated overwhelmingly in the Senate.

#### Ben Hecht and Wallace Smith Fined \$1,000

ON February 4 Ben Hecht, author of "Erik Dorn" and editor of the Chicago Literary Times, and Wallace Smith, artist, appeared before Judge Lindley in answer to the charge of obscenity in the words and drawings of "Fantazius Mallare." Charles E. Erbstein, counsel for Hecht and Smith, entered a plea for nolle contendre which was not opposed by Assistant District Attorney

Judge Lindley said that books should be written for the ethical improvement of mankind. He said that tho the defendants might not be criminals they had violated the law. He imposed a fine of \$1,000 apiece to be paid within three months.

#### The Prang Company Celebrates

THE Prang Company of Chicago is cele-brating its sixty-eighth anniversary in business, the founder, Louis Prang, having started in Boston before the Civil War. Last year, as reported, the company filed a voluntary petition in bankruptcy in February solely for protection against an attack that was being framed by a former employee and a competitor for the purpose of embarrassing them. No receiver was appointed and in August they deposited with the court sufficient funds to pay all outstanding creditors in full and were discharged from bankruptcy. The beginning of their sixty-ninth year sees them in a condition to give better service than ever before.

#### The Bookseller's League Meets

THE New York Booksellers' League had its annual ladies' night on February 20th at the Hotel Brevoort, and, in spite of the bad storm, a large number were present. President Laurence Gomme presided and spoke with deep feeling of the regret the League felt in the loss of one of its charter members and presidents, Charles E. Butler

of Brentano's.

The after-dinner speakers included Margaret Widdemer, who praised Mid-Victorianism and read a clever poem on the Mid-Victorian novelists. Miss Rebecca West kept to the discussion thus suggested of the place of "the moderns," and suggested that they were not after all so very different from their predecessors. Miss West has just returned from her lecture trip thru the country and greatly amused her hearers by telling one or two experiences with presiding officers who had rather missed their cue. One president of a woman's club had so far forgotten the needs of the occasion that, on the way up to the platform, she whispered to someone nearby for suggestions as to what Miss West had written. Apparently, the whispered reply was not clear, for, when the speech came, Miss West was introduced not as the author of "The Judge" but as a contributor to Judge.

The next meeting of this League will be the annual meeting for election of officers. The executive committee also announced that it might this year plan for a final

meeting in April.

#### Young English Publisher Introducing New Methods

GEOFFREY BLES is paying great attention to the production of each book, and his jacket designs in color are distinctive, says the Publishers' Circular. unique feature of Geoffrey Bles's novels is that the colored wrapper will be reproduced inside the front cover as end-papers. From what we have heard, the habit is growing amongst the book-buying public of pasting the portion of the wrapper bearing the design inside the book, and Geoffrey Bles's idea will find favor amongst this section of readers. Mr. Bles, who was educated at the Charterhouse School and Merton College, Oxford, learnt the publishing business as an articled pupil to the late Mr. Herbert Jenkins. He has started business on his own account believing that there is still room for a publisher who studies the literary taste of the public and adopts progressive methods of advertising.

#### Housewarming at Hampshire Bookshop

THE Hampshire Bookshop at Northampton moved into new quarters of its own designing last year and waited till midwinter to find an appropriate time for its housewarming. On February 15th, the housewarming was held with appropriate ceremonies, and with Robert Frost as guest of honor.

The Hampshire Bookshop has shown remarkable growth since its founding in 1916 and is one of the marked book-trade enterprises of the country. The new quarters look out onto the main street from a bend in the road, and on two floors there is large floor space for good display of books of every description and a hall which can be used for such ceremonies as the housewarming. In connection with this event, a special beautiful printing was made of Robert Frost's famous poem, "An Old Man's Winter Night," which Mr. Frost autographed for all guests.

#### A French Exhibit of the Arts

A MBASSADOR Herrick has cabled to Washington recommending that this country take part in the International Exposition of Modern Decorative and Industrial Arts to be held in Paris in 1925. So far, this country is the only one that has not outlined a plan for appearance there. The Exposition will include architecture of all kinds, furniture and decorations, teaching of industrial arts, and there will be special emphasis on the contemporary productions.

In such an exhibit American printing should have its place, as there is no country in the world that is taking such interest in fine printing or which can bring forward more beautiful examples of what this decorative art can mean. It ought to be important, too, for this country to become used to taking its full part in European exhibits, as every important display of this kind helps to create a better understanding in Europe of what this nation stands for. It is to be hoped that this plan will receive full backing from those who can best help it along.

#### Communications

#### In Praise of Good Journalism

Editor of Publishers' Weekly:

Your notice on page 358 of your issue for February 2nd regarding the discontinuance of *The Freeman* does scant justice to

that publication, it seems to me. You say "The paper is retiring with a good pres-tige," but this statement gives no hint of the remarkable achievement of its editors. They succeeded in issuing a paper that any person who appreciates good English, clear writing, and well-ordered thought could read with intense pleasure from the first page to the last, whether or not he agreed with the sentiments expressed by any of the writers. Its dramatic, musical, and literary criticism were by all odds the most readable that were printed in any paper during its continuance. And its failure is a sad blow to the confident belief of those who appreciated it-that work of such excellent character would find support among the intelligent readers of this country.

It is a mystery to at least one conservative that good writing such as this has been is largely at the command only of papers issued in the interest of extreme radicalism. Why this should be the fact, it is hard to see, but it is quite evidently so.

ARTHUR E. BOSTWICK, Librarian.

#### Obituary Note

#### GEORGE RANDOLPH CHESTER

GEORGE RANDOLPH CHESTER, short story writer, died at his home in New York, on February 26th. He was fifty-four years old.

Chester was born in Cincinnati. He entered the short story field thru newspaper reporting and editing. While he was Sunday editor of the Cincinnati *Inquirer* he began writing for newspaper syndicates and writing short stories for magazines.

"Get-Rich-Quick Wallingford" was Chester's most famous creation. He wrote more than a hundred stories describing the schemes and exploits of the jovial swindler and his partner, Blackie Daw. For a number of years Chester had given up story writing in order to devote his time to the motion picture production of his stories. Only during the past few months had he returned to the magazine field with stories based on his film experience.

His published works include "Get-Rich-Quick Wallingford," 1908; "The Making of Bobby Burnit," 1909; "Young Wallingford," 1910; "Early Bird," 1910; "Cash Intrigue," 1909; "Art of Short Story Writing," 1910; "Five Thousand An Hour," 1912; "Jingo," 1912; "Wallingford and Blackie Daw," 1913; "Wallingford In His Prime," 1913; "Ball of Fire," 1914; "Tale of Red Roses,' 1914; "Cordelia Blossom," 1914; "Runaway June," 1915; and "Enemy," 1915.

#### Change of Publisher

The Macmillan Co. has taken over from Henry Holt & Co. the "Rider's Guides" series by Fremont Rider, with the following changes in price:

Rider's New York City from \$4.50 to \$4. Rider's Washington from \$2.75 to \$2.50. Rider's Bermuda from \$1.90 to \$1.75.

#### Change in Prices

THE ATLANTIC MONTHLY PRESS

"Wild Brother" by William Lyman Underwood, from \$2.00 to \$2.50.

#### PRINCETON UNIVERSITY PRESS

The following prices effective on March 1, 1924:
American Government and Majority Rule, \$1.50.
Andrew Johnson, \$2.00.
The Apple Tree Table and Other Sketches (Special Edition), \$10.00.
Biblical Libraries, \$1.50.
Book of Princeton Verse I, \$2.00.
Book of Princeton Verse II, \$2.00.
The Doctrine of Judicial Review, \$1.50.
England and Germany, 1740-1914, \$3.00.
Foreigners in Turkey, \$1.50.
French Policy and the American Alliance, \$3.00.
Government of the Canal Zone, \$1.25.
Government in the Chicago Strike, \$1.25.
Home of the Indo Europeans, \$1.50.
Independence of the Executive, \$1.25.
John Marr and Other Poems (Special Edition), \$10.00.
Mikado: Institution and Person, \$3.00.
Military Obligation of Citizenship, \$1.25.
Modern Political Tendencies, \$1.50.
National Strength and International Duty, \$1.50.
Natural History of the State, \$1.50.
Planters of Colonial Virginia, \$3.00.
Protestantism in Germany, \$3.00.
Reds Bring Reaction, \$2.00.
Reds Bring Reaction, \$2.00.
Relation of the Executive Power to Legislation, \$1.75.
The Single Tax Movement in the United States, \$3.00.
Tales of an Old Sea Port, \$2.00.
The Two Hague Conferences, \$1.25
The Venezuelan Boundary Controversy, \$1.25.
Vocational Re-education of Maimed Soldiers, \$2.00.
Woodrow Wilson's Case for the League of Nations,

#### Personal Notes

ERNEST EISELE, head of the foreign book department of Brentano's and representative in this country of the A. L. P., sailed on the Berengaria last Saturday for two months in Europe. He is proceeding immediately to the annual Leipzig fair, which comes the first of March, and will later visit France, Spain and Holland and possibly Russia.

JUST AS "JACK" FRASER of Winston's was ready to start on his important spring trip, he was infected with typhoid fever, and will be laid up at his home at Elkins Park, Pa., for six or eight weeks. This is one of those unlucky accidents that may come to a man just as he feels that his customers are most surely expecting him, and especially in this case, as he was going out with the new "Life of Woodrow Wilson," by Josephus Daniels, which will be published this spring.

#### WOMEN'S NATIONAL BOOK ASSOCIATION

DINNER AT HOTEL McALPIN THURSDAY, MARCH 6, AT 7 P.M.

Expected Speakers
Cosmo Hamilton, Toastmaster
George Gordon Battle
Mrs. Ida Benfrey Judd

#### Business Notes

CHICAGO, ILL.—Pascal Covici of the publishing house of Covici-McGee has withdrawn from the firm which will continue under the guidance of William McGee and Frank Hyman. Mr. Covici will establish another publishing concern.

CINCINNATI, O.—The Rosenthal Arcade Bookshop opens in the Arcade between Race and Pine Streets on March 1st. A. W. Rosenthal has been connected with the Stewart Kidd business for the past three years, and has now decided that the Arcade, which is an unusually busy thorofare between two important streets, offers an opportunity for retail book development. Beside current books, there will be second-hand books, magazines and stationery.

Dallas, Texas—The Little Bookshop calls attention to its correct address at 210 North Ervay Street. The proprietor is Mrs. Anna Buxton Beck, Mrs. Beck having bought out her partner, Corinne Kelly. For some reason, a wrong address has appeared on many mailing lists, and a good many letters to the store have been going astray.

This new shop is now a year old and has met prompt success in putting its personality before the community. Among its visitors have been Hugh Walpole, Carl Sandburg, and John G. Neihardt.

New York CITY—George Moore, for a number of years with Putnam's retail store and previously manager of the Old Corner Book Store in Boston, is about to start in business for himself at 9 West 48th Street.

New York CITY.—Marmor Book and Art Shop was opened recently at 124 West 45th Street. It will specialize in literature on art and allied subjects.

OMAHA, NEB.—"The Book Peddler" is now at 320 South 19th St. The proprietor is Mr. Ellsworth, his specialty being rareitems, imported novels, prints and old engravings.

# The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request. When not specified the binding is cloth.

Imprint date is stated [or best available date, preferably copyright date, in bracket] only when it differs from year of entry. Copyright date is stated only when it differs from imprint date: otherwise simply "c." No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo; 17½ cm.); T. (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Affelder, William M.

P

d

Contractor's accounting practice. 386p. O c. '24 N. Y., Ronald

Atkins, Evan Arthur

Electric arc and oxy-acetylene welding; a practical handbook for workers, managers, welding operators and students. 323p. il. diagrs. D '23 N. Y., Pitman \$2.50

Atkins, Paul Moody

Industrial cost accounting for executives. 331p. (13p. bibl.) il. diagrs. O '23 N. Y., McGraw-Hill

Textbook of industrial cost accounting. 390p. O '24 N. Y., McGraw-Hill

Belting, Paul Everett

The community and its high school. 375p. (bibls.) diagrs. D [c. '23] Bost., Heath \$1.80

Benjamin, Earl Whitney

328p. (8p. Marketing poultry products. bibl.) il. (pt. col.) diagrs. O (Poultry science ser.) '23 N. Y., Wiley

Bennett, Colin N.

A guide to kinematography (projection section). 202p. il. diagrs. O '23 N. Y., Pit-

"For proprietors, manager-operators and operators of kinema theatres. Containing information on the technical, human and legal aspects of the industry."

Bennett, Jesse Lee

What books can do for you; a sketch map of the frontiers of knowledge, with lists of selected books. 320p. D [c. '23] N. Y., Doran

Betts, George Herbert

The mind and its education; 3rd ed. rev. and enl. 38op. (bibls.) il. diagrs. D ['23] N. Y., Appleton

Blake, George Mince Collop Close. 305p. D c. N. Y., McBride

A series of tales portraying the savagery and squalor of life in that dark and unsavory corner of Glasgow known as Mince Collop Close.

Blasco Ibáñez, Vicente

In the land of art (En el pais del arte); tr. by Frances Douglas. 355p. D [c. '23] N. Y., Dutton

Reminiscences of travel among the art treasures of Italy when a young man of twenty-eight.

Bleuler, Eugen

Textbook of psychiatry; tr. by A. A. Brill. 652p. il. O '24 N. Y., Macmillan \$6 N. Y., Macmillan

Booth, Herbert

The saint and the sword. 344p. D [c. '23] N. Y., Doran

A series of addresses on the anti-Christian nature of war, by the son of General William Booth, founder of the Salvation Army.

Alexander, William Patterson
The irrigation of sugar cane in Hawaii. 112p.
(bibl.) il. Q '23 Honolulu, Hawaii, Hawaiian
Sugar Planters Assn., Exp. Station pap. apply

American Child Health Assn. Study outline of the pre-school child, prepared for the National congress of mothers and parent-teacher associations. 48p. (bibl.) S [c. '23] N. Y., Am. Child Health Assn., 370 Fifth Ave. apply

Anderson, Arthur Olaf
The first forty lessons in harmony. 131p. il. D
(Laurel library) [c. '23] Bost., C. C. Birchard, 221 Columbus Ave.

Angelus Architectural Service Co.

Angelus distinctive homes, 100 latest designs.

112p. il. Q c. '23. Los Angelés, [Author] apply

Atwater, George Parkin

A word-map of the Old Testament; a summary

of Old Testament history together with a course of reading for a thorough grasp of the contents of the book. 48p. il. O c. '23 Akron, O., Parish Publishers

Babcock & Wilcox Co.

Steam superheaters; 2nd ed. various p. il. O [c. '23] N. Y., [Author], 85 Liberty St. apply

Barnes Press

Business analysis and questionnaire, covering advertising, sales, collections and office management. 8p. O '23 N. Y., Barnes Press, 409 W. 27th St.

Beede, J. W.

Report on the oil and gas possibilities of the university block 46 in Culberson Co. 16p. O (Univ. of Texas bull. no. 2346) '23 Austin, Tex., Univ. of Texas pap. apply

Briggs, Thomas Henry, and McKinney, Isabel

Ways to better English; brief course. 339p. il. (col. front.) D [c. '24] Bost., Ginn \$1.20 Intended for use in grade nine. Its emphasis is on the effort to attain the qualities of good everyday composition, oral and written, rather than the attempt to write a narration, an exposition or a description. a description.

Brown, Charles Reynolds
Why I believe in religion.
N. Y., Macmillan 184p. D '24 \$1.50

Brown, Ethel Clare

The green gate to the sea; ed. by Jean Broadhurst; with silent reading directions by Laura Zirbes. 174p. il. D (Green gate bks.) [c. '24] Bost., Silver, Burdett 84 c. Relates the experiences of two children who each day open the Green Gate and follow the path to the seashore where they discover the crab, the starfish, the sea urchin, the sand dollar, etc., and learn about tides and the action of winds and waves. For use in primary schools.

Bunyan, John The pilgrim's progress; special ed. 434p. il. O '24 Phil., Lippincott \$2.50; lea .\$7.50

Butler, Kathleen T.

A history of French literature; 2 v. 496p.; 304p. (16p. bibl.) D [c. '23] N. Y., Dutton

Volume I: From the earliest times to the end of the eighteenth century; volume II: The nineteenth century and after.

Cheney, Sheldon A primer of modern art. 400p. il. O '24 N. Y., Liveright

Chipperfield, Robert Orr, pseud. [Isabel Egenton Ostrander] Bright lights. 269p. D c. N. Y., McBride

A mystery novel, character study and tale of adventure all rolled into one.

Clarke, Laurence

South of the Rio Grande. 319p. front. D [c. '24] N. Y., Macaulay \$1.75 British and American syndicates clash in the Tampico oil fields in this romance of Old Mexico, featuring a soldier of fortune and a beautiful woman.

Cook, E. T. Gardens of England; 2nd ed. rev. 207p. il. (col.) O '24 N. Y., Macmillan \$2.40 Coote, Philip C.

The Malay states. 94p. il. (col.) D (Peeps at many lands and cities) '24 N. Y., Mac-

Cumberland, Gerald, pseud. [Fred C. Ken-

Written in friendship; a book of reminiscences. 308p. O [c. '24] N. Y., Brentano's

Among the many celebrities discussed are Arthur Symons, Sheila Kaye-Smith, William Butler Yeats, Arthur Machen, Margot Asquith and John Galsworthy.

Cumming, Alexander Charles

The manufacture of hydrochloric acid and salt cake. 438p. il. O (Lunge ser.; new ed. v. 5) '23 N. Y., Van Nostrand \$8.50

Dalton, Power

Turning earth [verse]. 44p. D '23 c. Bost., Harold Vinal bds. \$1.50

Davenport, E. H., and Cooke, Sidney Russell The oil trusts and Anglo-American relations. 284p. maps D c. N. Y., Macmillan

An account of the international scramble for ontrol of the sources of oil, showing how necescontrol sary oil fuel is in war, etc.

Dodd, Lee Wilson

The changelings; a comedy; lim. ed. 155p.

O [c. '24] N. Y., Dutton \$3.50

A comedy of family life, produced in New York this season with an all-star cast including Laura Hope Crewes, Blanche Bates, Ruth Chatterton and Henry Miller

Eastman Kodak Co. Research Laboratory Aerial haze and its effect on photography from the air. 84p. il. O (Monograph no. 4 on theory of photoplay) '23 N. Y., Van \$2.50 Nostrand

Eastman, Max, i.e. Max Forrester Enjoyment of poetry. 267p. D [c. '13, '18, '21] N. Y., Scribner \$1.25 A series of chapters telling how to enjoy poetry

in a lasting way.

Eggleston, Edward The hoosier schoolmaster; a story of back-woods life in Indiana; rev., with an introd. and notes by the author; il. with scenes from the photoplay. 281p. D (Popular copyrights) [c. '92-'13] N. Y., Grosset 75 c.

Bennett, Albert
Starved Rock beautiful (Illinois state park) an authentic history of this enchanting resort, a guide to the glens and canyons, with maps and routes on how to get there; comp. in the interest of tourists and lovers of the beautiful. 46p. il. O [c. '23] Ottawa, Ill., Ottawa Pr. Co. apply

Branom, Frederick Kenneth
A bibliography of recent literature on the teaching of geography. 20p. O '23 Worcester, Mass., Clark Univ., Dept. of Geography apply

Bugbee, Willis Newton
Neighborhood novelty affairs. 38p.
Syracuse, N. Y., W. N. Bugbee Co. apply Building store profit with life. 15p. il. O c. '23 N. Y., Federal Pr. Co., 239 W. 39th St. apply

Chamberlin, Ralph V.

Descriptions of new American and Chinese spiders, with notes on other Chinese species. 38p. il.

O (Proc. of U. S. nat'l museum; v. 63, art. 13,

pp. 1-38) '24 Wash., Gov. Pr. Off.; Supt. of Doc.

Claim of Antiquity The claim of antiquity, with an annotated list of books for those who know neither Latin or Greek; issued by the Councils of the societies for the promotion of Hellenic and Roman studies and of the classical assn. 30p. D N. Y., Oxford pap. 35 c.

Clarke, John P., ed.

Blessed Thèrèse of the Child Jesus, "The little sister of missionaries.' 120p. il. D [c. '232] N. Y., Little Flower Shop, 10 Barclay St. apply

Cole, H. E. Stagecoach and tavern days in the Baraboo region.
72p. il. O [c. '23] Baraboo, Wis., Baraboo News Pub.

Corporation Trust Co. The Corporation trust company's 1923-24 New York state income tax service. various p. O c. '23 N. Y., [Author], 37 Wall St.

### Eggleston, Mrs. Margaret W.

Womanhood in the making. 199p. (5p. bibl.) front. D [c. '23] N. Y., Doran \$1.50

### Fitch, George Hamlin

The sensible life. 191p. D N. Y., Barse Points out the right way of following the daily routine and emphasizes such factors as exercise, bathing, sports, food, travel, reading and amusements generally.

### Fleming, John Ambrose

Introduction to wireless telegraphy and telephony. 123p. il. diagrs. D '23 N. Y.,

Written for the general reader not possessing much previous scientific knowledge, who is beginning to take an interest in wireless telegraphy and

### Fox, Herbert, M.D.

Disease in captive wild mammals and birds; with a foreword by Charles B. Penrose. 668p. il. O '24 Phil., Lippincott \$12

#### Frank, Waldo David

Salvos; an informal book about books and plays. 286p. O [c. '24] N. Y., Liveright

bds. \$2.50 Criticisms and characterizations of some of Frank's contemporaries. Among those discussed are Dreiser, Lawrence, Van Wyck Brooks, Eugene O'Neill, Chesterton, Sherwood Anderson, Charlie Chaplin, Stieglitz and Fannie Brice.

### Freehoff, William Adolph

The young farmer at work. 316p. il. D (The young farmer ser.) c. Phil., Penn \$1.75
The third volume in a series for boys from 10 to
15, in which the young farmer puts into practice
the theories he learned at college.

History primer. 136p. il. D ['23] N. Y., Hinds, Hayden & Eldredge

### Gibson, Charles R., and Cole, W. B.

Wireless of today. 318p. il. O '23 c. Phil.,

An explanation of the principles on which wire-less works, a description of the methods by which it is operated and an account of the most up-todate improvements.

### Gostling, Mrs. Frances M. Parkinson

The lure of French châteaux. 181p. il. D N. Y., McBride

The stories of such historic chateaux as those of Saint-Germain, St. Cloud, Fontainebleau, Avignon.

The lure of the Riviera. 186p. il. D '24 N. Y., McBride

Impressions gained during two autumnal rambles thru the district. The places described are Nice, Tourettes, Monte Carlo, La Turbie, Mentone, Grasse, Castellane and Cannes.

#### Grainger, Boine

The hussy. 300p. D c. N. Y., Liveright \$2
A picture of a certain type of worldly woman—
she of the adventurous mind and soul who sees
woman's role in life not as a career of duty, but as
a quest for something just beyond her reach.

### Greene, Sarah Pratt McLean

Cape Cod folks; photoplay title, Her man; il. with scenes from the photoplay. 337p. D (Popular copyrights) [c. '81, '04] N. Y., (Popular copyrights) [c. '81, '04] Grosset 75 C.

#### Griffith, Helen Sherman

Why, Virginia! 303p. il. D (The Virginia ser.) c. Phil., Penn \$1.50

The fourth volume in a series for girls from 9 to 3, in which Virginia becomes interested in the children in the foreign settlement of her town.

#### Guy, Rev. C. A.

Scouting and religion. 96p. D N. Y., Macmillan bds. 75 c.

Hahn, Lew, and White, Percival
The merchants' manual. 605p. il. D '24 Y., McGraw-Hill flex. cl. \$5 The principles and best modern methods of de-partment store and dry goods store operation and management. Published under the auspices of the National Retail Dry Goods Association.

#### Haig, H. F.

Persia. 92p. il. (col.) D (Peeps at many lands and cities) '24 N. Y., Macmillan \$1.50

#### Hall, Albert Neely

Church and Sunday school handicraft for boys; skill through service. 276p. il. diagrs. D [c. '23] N. Y., Doran

#### Hall, Samuel Roland

Handbook of sales management. 995p. il. D. '24 N. Y., McGraw-Hill

Priyadarsika; a Sanskrit drama; tr. into English by G. K. Nariman, A. V. Williams and Charles J. Ogden, with the text in transliteration. 248p. (op. bibl.) front. O (Columbia Univ. Indo-Iranian ser. v. 10) '23 c. N. Y., Columbia Univ. Press \$2

#### Dalrymple, William Haddock

Livestock sanitation; a collection of short, popular articles bearing upon the subject, with illustrations. various p. il. D '23 Baton Rouge, La., trations. vari Gladney Press

### Dept. of Commerce. Bureau of the Census

Printing and publishing and allied industries; printing and publishing; bookbinding and blankbook making; engraving and plate printing; lithographing; census of manufactures, 1921. 53p. '24 Wash., D. C., Gov. Pr. Off.; Supt. of Doc. pap. 5 c.

### Federal Telephone and Telegraph Co.

The radio work-bench; a simple exposition of how to get best results by use of Federal parts. 40p. il. O c. '23 Buffalo, N. Y., [Author] pap. 25 c.

General Drafting Co., Inc.

Markets of the world, U. S. and Canada ser.; a compilation of commercial maps and statistical data. various p. il. Q c. '22 Bost., First Nat'l Bank of Boston

## Greendlinger, Leo. Financial and business statements. 372p. D (Modern business ser.) [c. '23] N. Y., Alexander Ham-

ilton Inst.

Hahn, Archibald, ed.

How to sprint, the theory of sprint racing; being a compilation of the best methods of competition and training; with an instructive chapter on Keeping the athlete fit by C. P. Hutchins, M.D.; including first aid treatment and practical questions on training. various p. il. S [c. '23] N. Y., Amer. ilton Inst. ing first aid t training. varie Sport Pub. Co.

Harvey, T. Edmund

Silence and worship; a study in Quaker experience. 64p. D '24 N. Y., Doran

Hasluck, Paul N.

Lathe work; a practical treatise on the tools, appliances, and processes employed in the art of turning, including hand-turning, boring and drilling, the use of slide rests, and overhead gear, screw-cutting by hand and self-acting motion, wheel-cutting, etc.; 11th ed., rev. and enl. 244p. il. D'23 N. Y., Van Nostrand

Hegner, Robert William, and Taliaferro, William H.

Human protozoology. 616p. (bibl.) il. D '24 N. Y., Macmillan \$4.50

Herbert, Agnes, ed.

The writers' and artists' year book, 1924; a directory for writers, artists and photographers; 17th year. 247p. D '24 N. Y., Macmillan \$1.60

Herrick, Cheesman Abiah

First things. 229p. O [c. '24] Phil., Girard

An outgrowth of a series of talks given in the Girard College Chapel by Dr. Herrick, president of Girard.

Holmes, Samuel Jackson

A bibliography of eugenics. 514p. Q (Univ. of Cal. pubs. in zoology, v. 25) '24 Berkeley, Cal., Univ. of Cal. Press pap. apply

Horn, Ernest, and Shields, Grace

Manual of directions for the Learn to study readers; Bk. I. 164p. il. (col.) D [c. 24] Bost., Ginn

Hunt, Violet

The life story of a cat. 227p. il. (col. front.) D '24 N. Y., Macmillan \$1

Hutchison, Percy Adams, ed.

British poems from Chaucer to Kipling. 500p. O '24 c. '12, '24 N. Y., Scribner \$2.75

Hyndman, Rosalind Travers

The last years of H. M. Hyndman. 338p. il. O ['24] N. Y., Brentano's \$4
Continuing the biographical narrative which the

late Henry Mayers Hyndman began with "The Record of an Adventurous Life" and "Further Reminiscences." This last volume, a personal memoir by his widow, supplements the other two books and describes Hyndman's character.

Jacks, Lawrence Pearsall, D.D.

Realities and shams. 214p. D [c. '24] N. Y., Doran A group of essays on some vital questions of the hour, setting forth the need for new methods and new men if civilization is not to be overtaken by disaster.

Jaques, Agnes French

Laboratory chemistry for girls. (bibls.) il. D [c. '23] Bost., Heath

Jones, Rufus Matthew

Social law in the spiritual world. 221p D ['23] N. Y., Doran \$1.73 Studies in human and divine inter-relationship 22Ip. \$1.75

Keyes, Edward Loughborough

Urology. 798p. il. (pt. col.) O '23 N. Y.,

Konopak, L. T.

Cost accounting fundamentals. 235p. O c. '24 N. Y., Ronald

Langford, Nathaniel Pitt

The discovery of Yellowstone park, 1870; 2nd ed. 188p. il. S [c. '05; '23] St. Paul, The complete story of the Washburn expedition to the headquarters of the Yellowstone and Firehole rivers in the year 1870.

Law, Frederick Houk

English for immediate use; with drill in essentials. 522p. D [c. '21-'24] N. Y., Scrib-\$1.60

The author is head of the department of English, Stuyvesant High School, New York.

Letters of the Tsaritsa to the Tsar, 1914-1916; with introd. by Sir Bernard Pares. 521p. front. O '24 N. Y., McBride \$5 Written in English during the tragic years from the beginning of the war till the downfall of the Empire. They show not only the Tsaritsa's devotion to her husband but to the Russian cause.

Lewitt, E. H.

Hydraulics; a text-book covering the syllabuses of the B. SC. (Eng.), A. M. Inst. C. E., and A. M. I. Mech. E. examinations in this subject. 269p. diagrs. O (Pitman's engineering degree ser.) '23 N. Y., Pitman \$2.75

Hoffman, William Samuel
Reactions of anthraquinone sulphonic acids with
mercaptans. 13p. O '23 Easton, Pa., Eschenbach Pr.

Krueger, Walter William
Insect life. 77p. (bibl.) O [c. '23] Grand Rapids,
Mich., Central High School apply

Lederer, Charles Cartooning made easy; a course of instruction in thirty up-to-the-minute lessons in four books. various p. il. O c. '23 Chic., Judy Pub. Co., 1922 pap. apply

Leutz, Charles R. Super-heterodyne receivers. 86p. il. O [c. 23] N. Y., Experimenters Information Service. 531 W. 46th St. apply

Lister, C. C.

Progressive penmanship manual. 74p. obl. T (Read system of commercial texts) c. N. Y., Macрар. 28 с. millan

Mount Holyoke College. Dept. of English Litera-

Outlines of the history of English literature; a syllabus for use in English literature, 1 and 2, at Mount Holyoke College. 86p. O '23 South Hadley, Mass., [Author] pap. 75 c.

Mutual Underwriter Co.

Sales methods of 222 life insurance field men, told by themselves. 224p. D [c. 23] Rochester, N. Y., [Author]

Lichtner, William O.

Planned control in manufacturing. 329p. 0 c. '24 N. Y., Ronald

Loane, George G.

ie id

A short handbook of literary terms. 195p. D [n. d.] N. Y., Macmillan A book which explains and illustrates the more or less technical terms of the literary art.

McClure, Marjorie Barkley

358p. D c. Bost., Little, High fires. Brown

The dramatic figure of Angus Stevenson, straight-laced Christian, is the storm center in a romance of two American young people who have been brought up differently but who learn to think alike.

MacDonald, James

Lawns, links, and sportsfields; with a fore-word by R. V. Giffard Woolley. 86p. il. diagrs. D'23 N. Y., Scribner bds. \$1.75 Information of all kinds for the man who loves green sweeps of lawn and wants to acquire sub-stantial, good-looking turf in a short space of time.

Mackintosh, Hugh Ross, D.D.

Some aspects of Christian belief. 316p. (bibl. footnotes) D ['23] N. Y., Doran \$2.25 Divided into three sections: Essays in Christian Doctrine; Essays in Historical Theology; Essays in Philosophical Theology.

McNaughton, Flint

Increasing direct advertising returns. 220p. il. D [c. '23] Chic, Selling Aid, 1304 Jackson

A comprehensive analysis of plans and practices for increasing direct returns to advertising thru return post cards, coupon order blanks, dealer hookups and other direct return devices.

Minott, Adena C. E.

How to be beautiful and keep youthful. 192p. il. D'23 c. N. Y., Gotham Press, Inc., 225 W. 39th St.

Molnar, Franz

Husbands and lovers; tr. by Benjamin Glazer. 264p. D c. N. Y., Liveright bds. \$2
The author of "The Swan" gives us nineteen deft and sophisticated dialogs revealing certain phases of ultra-modern Viennese life.

Montgomery, Helen Barrett, tr.

Centenary translation of the New Testa-ment; published to signalize the completion of the first hundred years of work of the American Baptist Publication society. 308p. nar. S [c. '24] Phil., Am. Baptist Publication Society flex. clo. 25 c.

New York [City] Public Library
Journalism; a bibliography compiled by
Carl L. Cannon. 36op. Q '24 N. Y., [Aupap. \$2

Newton, Joseph Fort, D.D.

Preaching in New York; diaries and pa-

pers. 206p. D [c. '24] N. Y., Doran \$2
An interpretation of New York, by the author of "Preaching in London."

Nichols, M. Louise

Science for boys and girls. 326p. il. D '24 Phil., Lippincott \$1.20

Nicol, E. W. L.

Coke and its uses in relation to smoke prevention and fuel economy. 144p. il. O '24 N. Y., Van Nostrand

O'Flaherty, Liam

Thy neighbour's wife. 338p. D [c. '24] N. Y., Liveright \$2

A picture of Irish life with its tangled threads of passion, politics, religion and superstition, the central character, a young curate.

O'Leary, De Lacy Evans, D. D.

Comparative grammar of the Semitic languages. 295p. (4 p. bibl.) O (Trübner's oriental ser.) '23 N. Y., Dutton \$5
A comprehensive handbook for the study of Arabic, Abyssinian, Hebrew, Aramaic, Assyrian and allied dialects.

Osbourne, Lloyd

An intimate portrait of R. L. S. 155p. D. c. N. Y., Scribner

A new and very personal picture of Robert Louis
Stevenson done by his stepson.

Osgood, Herbert Levi

The American colonies in the eighteenth century; 2 v. 584p.; 578p. (bibl. footnotes) O c. N. Y., Columbia Univ. Press. ea. \$5.50 By the professor of history, Columbia University, who died in September, 1918. These volumes are a continuation of his earlier three volumes dealing with the seventeenth century, and together with them form a monumental study of the American Colonies. Colonies.

Parry, Judge Edward Abbott

The seven lamps of advocacy. 110p. O '24 N. Y., Scribner A collection of the best that has been thought and said about advocacy, illustrated by many entertaining stories.

Paul, Robert B.

Shipping finance and accounts. 87p. O '23 N. Y., Putnam
75 C.
Part I. deals with the main points of a sound financial policy; part II. details the accountancy work which enters into a shipping organization of the present day.

Peck, Annie Smith

The South American tour; a descriptive guide; new and rev. ed. 389p. il. D. [c. '13-'24] N. Y., Doran \$3.50

The increase in travel to South America as well as increased interest in Latin countries has made necessary this new edition.

Ohio State University

The university intelligence tests, 1919-1922. 36p. O (Ohio state univ. bull., v. 27, no. 5) [n. d.] Columbus, O., [Author] pap. apply

Pepper, John

For a labor party. Recent revolutionary changes

in American politics; 2nd ed., rev. and enl. 68p. D [23] N. Y., Workers Party of America 20 c.

Pobanz, John Frederick
A study of cubic surfaces by means of involuntary cubic space transformations. various p. O (U. of C. pubs. in math., v. 1, no. 19, pp. 401-423)

'24 Berkeley, Cal., Univ. of Cal. Press pap. 25 c.

Philostratus

Life and times of Apollonius of Tyona; rendered into English from the Greek by Charles P. Eells. 263p. Q (Univ. ser. of language and literature, v. 2, no. 1) '23 Stanford Univ., Cal., Stanford Univ. pap. \$2 pap. \$2

Pickett, Lalla H. and Boren, Duralde

Early childhood education. 228p. il. D '23 c. Yonkers, N. Y., World Bk. Co.

Pollitt, Alan A.

The causes and prevention of corrosion. 230p. il O '23 N. Y., Van Nostrand \$6.50

Pratt, Waldo Selden, ed.

The new encyclopedia of music and musicians. 973p. Oc. N. Y., Macmillan \$6 Contains articles defining about 2,000 terms and general subjects, biographies of nearly 7,500 musicians since 1700, and facts about leading institutions and organizations in over 200 of the musical centers of the world.

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Rogers, Silas Wesley

The radiant Philip Cone Fletcher. 313p. ont. (por.) D '23 c. Cedar Rapids, Ia., Torch Press The life work and ministry of a prominent Methodist clergyman.

Saintsbury, George Edward Bateman

A history of English prosody from the twelfth century to the present day; 3 v. various p. O'24 N. Y., Macmillan set \$16 Volume I., from the Origins to Spenser; volume

II., from Shakespeare to Crabbe; volume III., from Blake to Mr. Swinburne.

Schmeckebier, Laurence Frederick and Weber, Gustavus Adolphus.

The bureau of foreign and domestic commerce; its history, activities and organiza-tion. 192p. (12p. bibl.) O (Inst. for gov. research; service mon. of the U. S. gov., no. 29) c. Balt., Johns Hopkins Press buck \$1

Sharman, R. N.

Classroom handwork for all grades of boys and girls. 143p. diagrs. O (Pitman's hand-work ser.) '23 N. Y., Pitman \$1.25

Shillito, Rev. Edward

The return to God. 123p. D [n. d.] N. Y., Doran Six Lenten sermons delivered by a well-known English preacher.

Silberstein, Ludwik

Synopsis of applicable mathematics. 267p. O '23 N. Y., Van Nostrand \$4.50

Simpson, James Young

The spiritual interpretation of nature; new ed. rev. and rewritten. 347p. (bibl. footnotes) D [n. d.] N. Y., Doran A work on science and religion by the author of "Man and the Attainment of Immortality."

Simpson, Patrick Carnegie

Church principles. 208p. D ['23] N. Y., On the place of the Church in the life of today. Chapters are: The Creative Idea; The Visible Form; Church and Ministry; Word and Sacrament; Scripture and Creed; Polity and Liberty; The Kingdom of God.

Sinclair, Upton

The goslings. 464p. front. D [c. '24] Pasadena, Cal., Author \$2
A study of the American schools.

Smith, Cleo Chester

The travelers' book of reliable informa-tion. 134p. front. (por.) S '23 San Fran-cisco., H. S. Crocker Co., Inc., \$1.50

Souvestre, Pierre and Allain, Marcel

The long arm of Fantomas; [tr. by A. R. Allinson] 320p. D [c. '24] N. Y., Macaulay

A new mystery-detective tale in which Fantomas the Elusive returns to his old haunts and is constantly dodging his old Nemesis, Juve.

Reynolds, John Fewell
Genealogical sketches of Reynolds, Fewells, Walls
and kindred families. 56p. il. O ['23] WinstonSalem, N. C., Commercial Prs., Inc. apply apply

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Pylgrym cronycles. 69p. il. D [c. '23]
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The Northwestern unmasked. Why and for whose benefit the Northwestern has been robbing Peter to pay Paul; the second of a series of three letters to a policy holder in the Northwestern mutual life insurance company of Milwaukee, Wis. various p. O. c. '23 N. Y., Vechten Waring Co., 15 W. 37th St. St.

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Bulletin of general information concerning vocational agriculture in Texas. 51p. il. O (Texas dept. of educ., bull. 154) '23 Austin, Tex., [Author] apply

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Vandegeer, Dirk

The chef de cuisine; proven recipes for the cook, baker, pastryman and confectioner. 318p. il. O c. '23 Oceanside, Cal., [Author]

### Stratton, John Roach, D. D., and Potter, Rev. Charles Francis

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An interpretation of the spirit, aims and fundamental principles of the Society of Friends, particularly in relation to their attitude toward war.

### Symonds, H. C., comp.

Crocker's blue book on principal city street improvement laws of California 4th ed., rev. and annotated. 369p. S [c. '23] San Francisco, H. S. Crocker Co., Inc., \$4

### Thorley, Wilfrid

Cloud-cuckoo-land; a child's book of verses. 56p. S N. Y., Macmillan bds. \$1.25

### Tow, Julius Su

The outline of mah jong; how to play and how to win; the real Chinese methods. 64p. il. S [c. '24] N. Y., The Chinese Republic News, 108 Park Row \$1.50; pap. 75 c.

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The story of cotton told in such a way that the child learns not only of plant life but of history, farm development, industry, etc.

#### Underdowne, Thomas, tr.

Heliodorus, an Aethiopian romance; rev. and partly rewritten by F. A. Wright. 323p. D (Broadway translations) [n. d.] N. Y., Dutton \$3

#### U. S. Supreme Court

The new federal equity rules promulgated by the United States Supreme court at the October term, 1912, together with the cognate statutory provisions and former equity rules; with introd. annotations and forms by James Love Hopkins; 4th ed. 347p. O [c. '24] Cin., W. H. Anderson Co. \$4.50

#### Wade, John Donald

Augustus Baldwin Longstreet; a study of the development of culture in the south. 401p. (9 p. bibl.) front. (por.) O c. N. Y., Macmillan \$2.50

Thru the life of Longstreet, a man of varied talents and occupations, we get a vivid picture of cultural conditions in Georgia from the period shortly after the Revolution up to the Civil War.

### Walter, Hubert C.

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Describes the present-day working of exchanges and explains post-war fluctuations.

### Waugh, Alec., i. e., Alexander Raban

Myself when young; confessions. 250p. D N. Y., Brentano's \$2.50 By the author of "The Loom of Youth."

### Wayfarer

Sketches of great truths. 170p. D '23 Chic., Theosophical Press, 826 Oakdale Ave. \$1.25

These essays on theosophy appeared originally in the supplement of New India.

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Artists' pigments, their chemical and physical properties. 235p. O '23 N. Y., Van Nostrand \$2.50

### Weber, Gustavus Adolphus

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buck. \$1

### Webster, H. T., and Johnston, William

Webster's bridge, thirty-six cartoons; with some unsolicited advice on How not to play bridge by William Johnston. 111p. il. D '24 c. '21-24 N. Y., Stokes \$1

Humorous pictures illustrating the evils of playing bridge badly and the violation of auction etiquette.

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### Whishaw, Constance M., comp.

Through prayer to peace; a book of prayers, with introd. and extracts from books on prayer. 128p. S '24 N. Y., Macmillan \$1

### Whitbeck, Ray Hughes and Finch, Vernor

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Critical ventures in modern French literature. 198p. D '24 c. '23, '24 N. Y., Scribner \$1.75

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#### Wyld, Wilfred

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### Old and Rare Books



### Edited by Frederick M. Hopkins

THE first two weeks of March will be a very busy period in the sale of books and manuscripts in New York auction rooms.

Owing to a revival of interest in Louis Becke's tales, in both England and America, Fisher Unwin of London is preparing a collected edition of his works.

The New York Public Library announces an exhibition of ancient manuscripts and early printed books, together with rare Americana, consisting of autograph letters, documents and early maps. The display will continue indefinitely, daily and Sundays.

Benjamin Thompson's "Poems" will be published next month in a limited edition of 400 copies at the Riverside Press. Thompson was the first American poet to write of America and American life in the early days.

Part IV of the collections of the late William Whiting Nolen of Cambridge, Mass., consisting of rare American lithographs by Currier & Ives and other contemporary lithographers, the greatest ever offered at public or private sale, many of historical interest, will be sold at the Anderson Galleries March 4, 5, 6 and 7.

The fifth part of the Quinn library, to be sold next month, with its important Stevenson collection, together with those of John Addington Symonds, W. B. Yeats, Walt Whitman, Oscar Wilde, Arthur Symons, and A. C. Swinburne, will be, perhaps, the most interesting part of all. To Stevenson collectors especially it will be of very great interest.

"The Harleian Miscellany," selected from the collection of sixteenth and seventeenth century tracts, pamphlets and other records originally formed by Edward Harley, second Earl of Oxford, and first published in eight volumes in 1714, with Dr. Johnson's introduction, will be issued shortly by Cecil Palmer in London. The selection has been edited with a commentary by Henry Savage.

The leading article in the February Bookman's Journal (R. R. Bowker Co.) is "XIXth Century Binding Styles: Notes for the Collector" by Michael Sadleir, which will be continued in the next number. Among the articles which follow are "The 'Ambrose Gwynett' Mystery," "Private Presses" by Falconer Madan," "Dr. Johnson: The Man and His Books," a review, "Earlforward: Bookseller and Miser," "Burns, His Critics and Commentators," and the usual well-filled departments.

An interesting exhibition of title pages of books is being given at the Art Center, 65 East Fifty-sixth Street, under the auspices of the American Institute of Graphic Arts. The exhibition comprises a large number of specimens showing the different ways in which the problem of the title page has been treated by different printers, and affords an unusual opportunity for the study of the development of modern fine printing. The exhibitions will be open until March 15, and is well worthy of study.

Little is seen in print about musical settings of the poems of Edgar Allan Poe and the difficulties of collecting these rarities has hindered most collectors from attempting to gather a complete list. The Library of Congress and the British Museum have pretty full collections, but they have recently been out-distanced by the private collection in the library of J. H. Whitty of Richmond, Virginia. The Whitty library has the largest general collection of Poeana in existence. A complete bibliography of the musical settings will be embraced in a Poe work in preparation by Mr. Whitty.

Raymond Capella, who was a contemporary of the late Dr. Braga at the University of Coimbra, relates that one day, when they were in a bookshop together, Braga

startled him by pointing to a complete edition of Balzac just published, and exclaiming: "If I live to fill a shelf as big as that with my works I shall die happy." This was in 1863, and before twenty years had elapsed the young student's ambition was more than realized. At the age of forty Braga's output amounted to eighty-six volumes. A bibliography published in 1908 credits him with more than 200 volumes, besides innumerable articles in newspapers and reviews.

Two fine collections, that of Dickens, collected by Harold Hartshorne of this city, and of Oscar Wilde by Arthur C. Rhodes of Cedarhurst, Long Island, together with the bibliographical library of a New England collector, will be sold at the Anderson Galleries March 4 and 5. The Dickens collection contains such rarities as "Pickwick Papers," 1836-37, first edition in the original parts; "The Strange Gentleman," 1837, first edition; and a collection of thirty-seven autograph letters of Dickens, together with letters of his father, John Dickens, and his daughter Mamie. There are 141 Wilde lots including a very wide range of material, including rare first editions and manuscripts.

The most remarkable find made last winter by members of the British School of Archaeology in Egypt was described in a recent issue of the London Times. A jar containing a bundle of papyrus leaves wrapped in linen was unearthed in an old Christian cemetery at Qau-el-Kebir, about thirty miles south of Assiut, Brought to England, and subjected to the expert scrutiny of Sir Flinders Petrie, it was described as a tall, narrow book of forty-three papyrus leaves, most of them in good condition, and containing the text of St. John's Gospel in scholarly Coptic characters. Comparison with the oldest known Greek manuscripts, led Sir Flinders Petrie to date it at about A. D. 400, making it the earliest Coptic manuscript of St. John's word, one of the oldest writings of anything like the complete Gospel, and the oldest manuscript of any Gospel in any British public library.

Part IV (Morris-Sterne) of the library of John Quinn, the well-known lawyer of this city, comprising mainly modern first editions, was sold at the Anderson Galleries February 11, 12 and 13, the 2200 lots bringing \$16,944.45, together with the preceding parts making 9,036 lots, which have

realized a total of \$191,978.65. A few of the rarer lots and the prices which they brought were the following: William Morris's manuscript of "The Life and Death of Jason," 94pp. 4to., in case, \$100; Morris's "The Story of Grettir the Strong," 12mo, levant, by Cobden-Sanderson, London, 1869, first edition, \$100; Morris's manuscript of "The House of the Wolfings," 270pp. folio, in case, \$475; Walter Pater's "Essays from the Guardian," 12mo, boards, London, 1896, first edition privately printed, \$41; Stephen Phillips's "Orestes and Other Poems," small 4to, glazed yellow covers, London, 1884, first edition of the author's first book, \$34; Ezra Pound's "A Lump Spento," small 4to, original wrappers, in case, Venice, 1909, first edition of the author's first book, \$52.50; Edwin Arlington Robinson's "The Children of the Night," 12mo, cloth, Boston, 1897, first edition, \$42; Dante G. Rossetti's "Sir Hugh the Heron," small 4to, pink boards, London, 1843, first edition of the author's first book, \$95; Rossetti's The Germ, with etching's by Hunt, Brown, Collinson and Deverell, four numbers in original wrappers, in case, London, 1850, \$110; George W. Russell's manuscript of "The Mask of Apollo and Other Stories," 29pp. 4to, in case, \$97.50; Shakespeare's "Sonnets," small 4to, vellum. Hammersmith, 1909, one of 15 copies on vellum printed at the Doves Press, \$115; and James Stephen's manuscript of "The Crock of Gold," written in six stenographer's note books of sixty pages each, in case, \$620.

### Auction Calendar

Monday and Tuesday afternoons, March 3rd and 4th, at 2:30. Valuable library embracing works in all branches of literature. (No. 1346; Items 692.) Stan V. Henkels, 1304 Walnut St., Philadelphia, Pa.

Monday afternoon, March 3rd, at 2:30. Autographs of American and foreign historical and literary celebrities. (Items 396.) The Anderson Galleries, 489 Park Ave., New York City.

Tuesday and Wednesday afternoons, March 4th and 5th, at 2:30. Two fine collections of first editions; Charles Dickens collected by Harold Hartshorne of New York City and Oscar Wilde collected by Arthur C. Rhodes, of Cedarhurst, L. I. (Items 619.) The Anderson Galleries, 489 Park Ave., New York City.

## ORIENTAL BOOKS Indian and Persian Art, etc.

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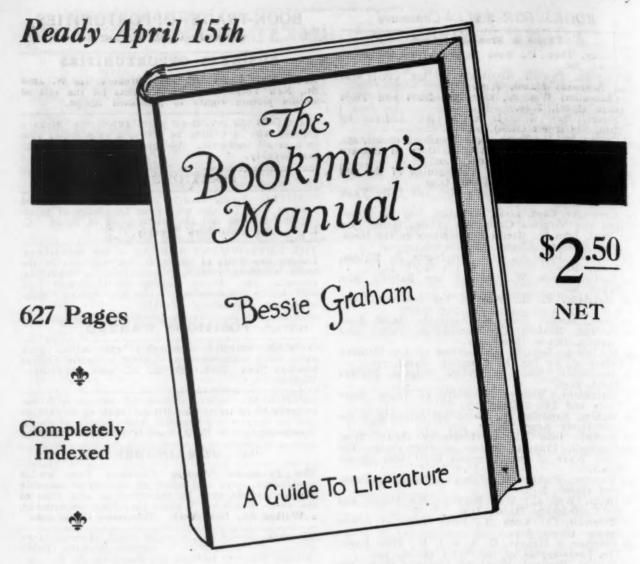


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